

Starchroom

LAUNDRY JOURNAL

First in the Laundry Industry since 1893

How Nebraska laundryowner air-conditioned his plant, page 13

Re-visit to self-service plant reveals many changes, page 14

Article on sizing traps for hot water storage heaters, page 74

APRIL 1953

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Supermarkets Again

A year ago this month we mentioned the self-service laundry experiment being conducted in a supermarket in Beloit, Wis. It was not possible to predict then if it would be a financial success. We ventured the opinion that it would bear watching because, if it did succeed, it might mark the beginning of a trend which could offer laundryowners a challenging opportunity.

Since then the experiment has turned into a profitable venture for the owners. So much so that they have opened a second one in a supermarket in nearby Rockford, Illinois. That, too, is operating at a profit.

For a complete report on these operations turn to page 30. As you read it, see if you don't agree that sales-minded laundryowners can take advantage of such a trend and turn it to their profit if they act soon enough. It could offer, it seems to us, another means of tapping the huge unsold market which the industry as a whole is not reaching today.

We asked a year ago, "Who is in a better position to render supermarket customers a high-quality, quick and convenient laundry service at the supermarket than the local laundryowner?"

Who knows? One of these days we may be hustling out to a supermarket to get a story on a chain of quick-service laundries owned and operated by one of our good friends in the laundry industry. We can see it now. He has leased space in all of the stores operated by the most progressive grocery chain operator in his town. Wetwash and fluff-dry are processed right there in the supermarket. We can't tell 'till we get there if he's doing the shirts and drycleaning in the market or shuttling them back to his main plant for processing.

P.S. to "Murder"

Apparently Forrest I. Neal, Jr., of Old Colony Laundries in Quincy, Mass., was just as "burned" when he read *Good Housekeeping's* piece titled "Murder Will Out" as we were. He sat down and wrote the editor a letter. (See page 62.)

We were a bit disturbed to learn that the lady who wrote that piece has never visited the model laundry plant run by the American Institute of Laundering at Joliet, Ill. Maybe she would have chosen a slightly less sensational title if she had.—Jim Barnes

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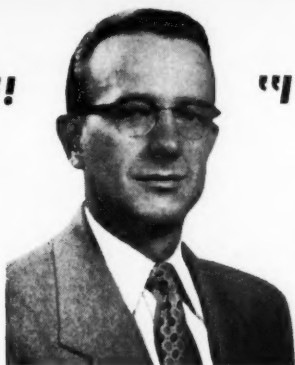
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5. Automatic in action, suds in sight — wash is right.	X			
6. Can be used dry to the wheel or in solution.	X			
7. Free rinsing.	X			
8. Simplifies your washing formula.	X			
9. Eliminates the need for time consuming servicing.	X			
10. Stops waste of money, motions, and materials.	X			
11. Can be used straight thru on all operations.	X			
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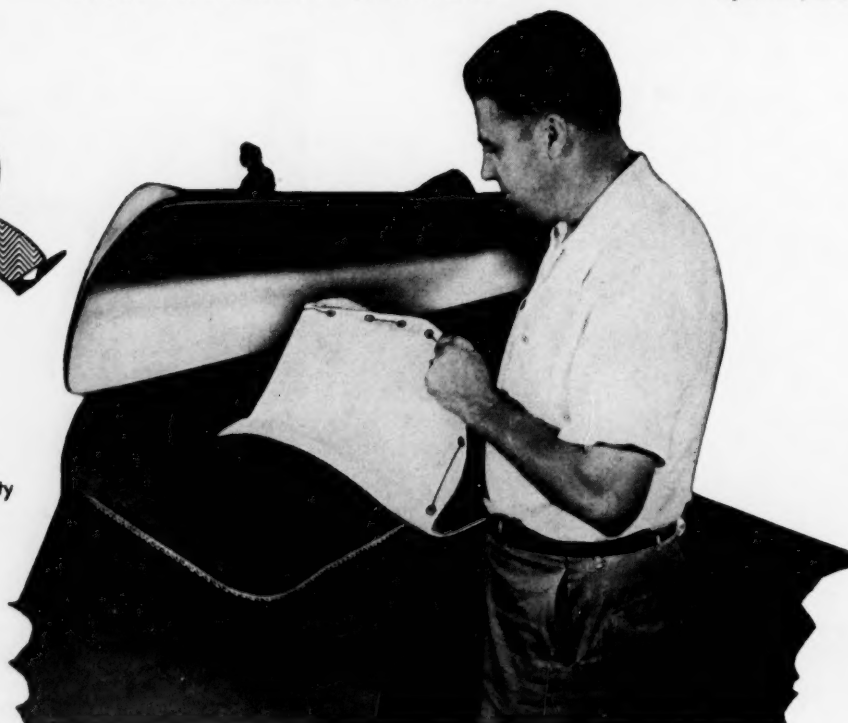
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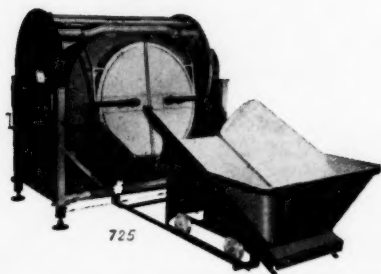
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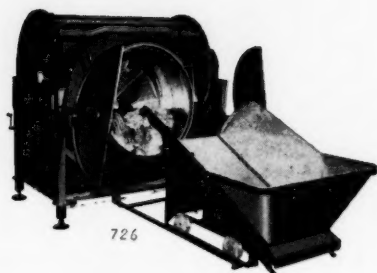
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725—The divided door swings open automatically and remains out of the way of the cylinder during the entire unloading and loading cycle. It closes tightly and retains the heat well.



726—Note finned steam heating coils and the opening in the perforated wall to allow cleaning.



729—Illustrates hoist type loading equipment.

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The Purkett "Bigmouth" Tumbler is now heat-conditioning (not a drying tumbler). Heating flatwork while tumbling it makes it softer, mellow, more flexible and much easier to handle. "Bigmouth" tumblers tumble the heated flatwork until wrinkles and curled selvages are removed and the goods are ready for the ironer — no hand-shaking necessary!

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The 72-inch "Bigmouth" has an enormous capacity and loads and unloads non-stop. It loads on one side and unloads on the opposite side, the load traveling in the proper direction for further processing. One Purkett 72-inch heat-conditioning tumbler has the capacity to keep several flatwork ironers busy.

The unheated 72" tumbler holds 200 lbs. or the full load from one 48" extractor or one basket of the removable basket type extractor, depending on the volume which will stay in the tumbler without falling out of the cone opening. The heated 72" tumbler, however, has a door which covers the cone opening and larger loads of the smaller pieces may be tumbled.

- Enormous Capacity
- Eliminates Hand Shaking
- Warm Tumbling Goods
- Automatic Reversing
- Unloads Without Choking
- Loads, Unloads Non-Stop

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Oregon State	Salem, Ore.
Tuberculosis	Bronx, N. Y.
Miami Valley	Dayton, O.
St. Joseph's	Phoenix, Ariz.
Presbyterian	Chicago, Ill.
Modesto State	Modesto, Cal.
St. John's	Springfield, Ill.
Easton	Easton, Pa.
Mt. Sinai	Chicago, Ill.
Greater Hamot	Erie, Pa.
Mercy	Canton, O.
Mass. General	Boston, Mass.
Buffalo General	Buffalo, N. Y.
St. Vincent's	Los Angeles
Cuyahoga County	Cleveland, O.
Sacred Heart	Eugene, Ore.
Latter Day Saints	Salt Lake City
U. S. Naval	Bremerton, Wash.
St. Joseph's	Burbank, Cal.
Pennsylvania	Philadelphia, Pa.
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San Bernardino County	San Bernardino, Cal.
Meadowbrook	Hempstead, N. Y.
Good Samaritan	Los Angeles
County	San Diego, Cal.
Kern General	Bakersfield, Cal.
Sonoma County	Santa Rosa, Cal.
Naval	Long Beach, Cal.
Mt. Sinai	Cleveland, O.
Camarillo State (2)	Camarillo, Cal.
Norwalk State	Norwalk, Cal.
St. Vincent's	Portland, Ore.
Delaware	Wilmington
Georgia Baptist	Atlanta, Ga.
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Glendale Sanitarium	Glendale, Cal.
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Here's
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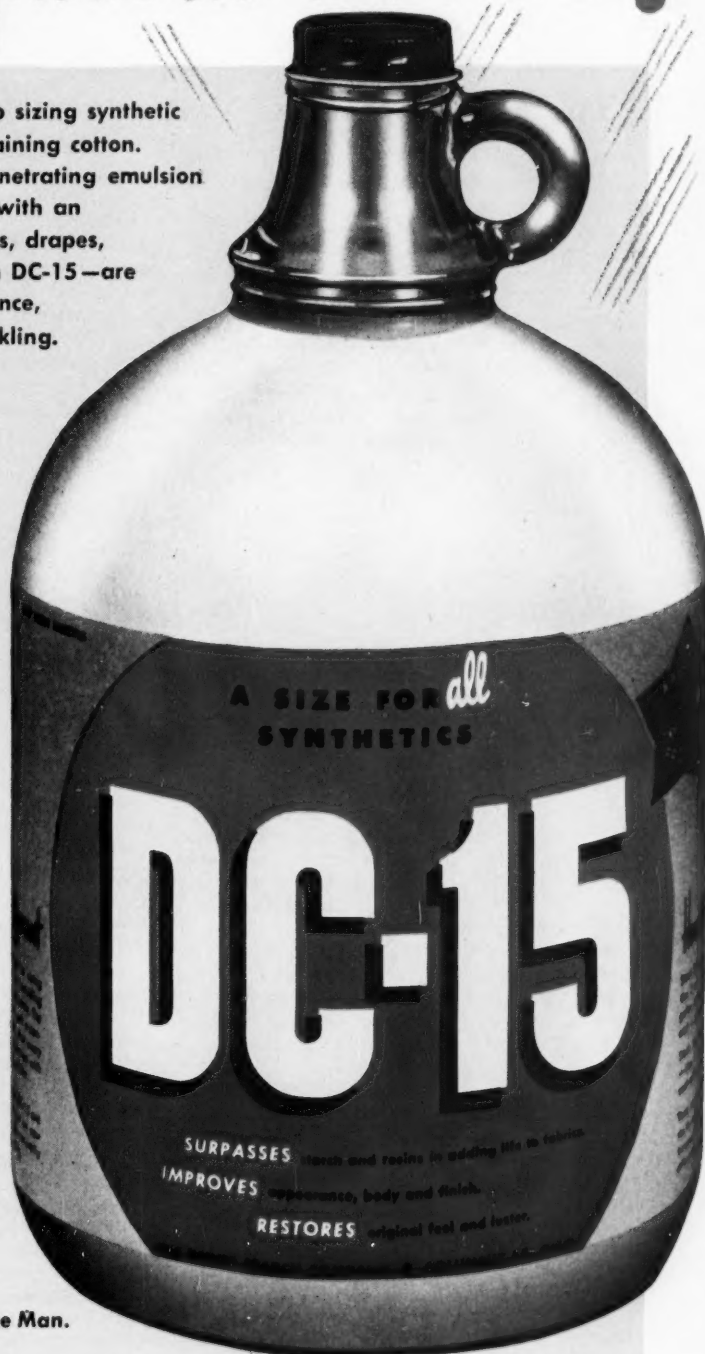
The DC-15 formula is such a penetrating emulsion that every fiber surface is treated with an invisible, elastic film. Sport shirts, drapes, dresses—any fabrics sized with DC-15—are easier to iron, take on new brilliance, drape naturally and resist wrinkling.



SURPASSES starch and resins in adding life to fabrics.

IMPROVES appearance, body and finish.

RESTORES original feel and luster.



Ask your Keever Sales-Service Man.

THE KEEVER STARCH COMPANY

Columbus 15, Ohio

Starchroom Editorial

The Farmer's Wife

Twice in the last few weeks we have heard laundry-owners refer to the importance of farmers' wives in their sales picture.

C. Burt Meyers, Jr., in describing his Holiday House of Laundering in Ashland, Ohio, at the young men's conference in Cleveland, urged his audience not to overlook farmer's wives as sales prospects. He said that, contrary to popular belief, the scores of them who drive into his town to do their shopping do so on weekdays—not just on Saturdays. Furthermore, when they come, many of them drop off laundry bundles, *big* ones, to be processed while they shop. He's very happy with the business he is getting from farmers' wives and he is planning to go after more of it.

In Lubbock, Texas, John McKinzie at American Laundry has had a similar experience. He humorously tells of the farmer's wife who arrives at his plant in a Cadillac to drop off her bundle. She has her husband call back for it in a *different* Cadillac. He figured that any family that can afford two high-priced cars can afford laundry service. So he began to think of a way to get more of this desirable business.

He ran advertising copy in the local farm newspaper for 90 days. That's the only special effort he made. His business from farms increased to the point where 25 percent of his total sales today comes from these families.

Laundryowners have traditionally thought of their market as being urban in character. To a certain degree that has been true for many years. But don't overlook the fact that the modern lady on a farm is as much a "housewife on wheels" as any other woman today and she's just as likely to drive up to a laundry store. We live in a highly mobile society.

Government estimates for 1952 indicate that almost 16 percent of our population is located on farms and these people earn almost nine percent of the national income. Net income of the average farm operator increased from \$4,500 per year, just before the war, to over \$14,500 last year.

Just because your plant is located in a town or city do not make the mistake of ruling out the farmer's wife as a good prospect. She's got the money to buy your service and she'll do it when she comes to town if you let her know how convenient it is.

The New Census

Word comes from Washington that there is to be a new census of the textile maintenance industries. This is welcome news because the latest official figures on which studies of trends within the laundry industry can be based were gathered in 1948. Also, the type of information sought in that census and the manner in which the findings were presented left much to be desired.

The new census will be conducted by mail after the close of this year and, for the first time, laundries will be asked to submit information concerning the type of productive equipment operated which will clearly indicate the kind of services they are offering in light of present-day trends.

For instance, each plant will be queried as to the total number of washers operated, the number having less than 20 pounds capacity per load, the number with capacities between 20 and 49 pounds, and the number having capacities of 50 pounds or more. Likewise, a plant offering self-service to any group of its customers will be requested to list separately the dollar volume of sales received from that source.

These innovations will enable the Bureau of the Census to present a true picture of the number of self-service laundries which have "up-graded" to quick-service, or neighborhood-type, plants. It will likewise enable them to depict the trend on the part of large power laundries toward decentralization into smaller units.

Data will be made available regarding the amount of retail laundry volume delivered on routes to customers' homes and that conducted on a cash-and-carry basis from stores.

Present plans of the bureau provide for classifying in their findings under the category "self-service laundries" only those plants which operate nine-pound washers exclusively and offer a service primarily performed by the customer. All other plants will be classified as "power laundries" and listed under one of the following three groups—those operating at least one 50-pound washer, those operating two or more washers with a capacity of 20 to 49 pounds, and those operating three or more washers of less than 20-pound capacity but offering a service primarily performed by plant personnel.

In previous census reports industrial laundry sales have been included in power laundry statistics except at the national level. This has been misleading and, in the new census, will be corrected.

Heretofore, laundry work done by drycleaners has not been shown in a separate listing, whereas drycleaning done by laundries has. In the new report both categories of work will be listed separately.

Everything considered, the plans for taking the new census mark a forward step toward dispelling many false impressions of trends within the industry. Washington representatives of the textile maintenance industries deserve a "Well Done" for their co-operation with the Census Bureau officials in drafting a questionnaire which will give a clearer picture of the true state of affairs. As in the past, the questionnaires will be confidential. They cannot be used for purposes of taxation, regulation or investigation. It is hoped that laundry-owners will co-operate to the fullest extent in completing the forms in detail and returning them to the bureau promptly so the findings may be made available at the earliest possible time.

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for Shirts**

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Model B29-50 (50 shirts), 23" wide, 19" long, 2 sections 30½" deep hold 25 shirts per section, height 51". \$33.50 each in lots of 6; \$34.50 each in lots of 3; single unit \$35.50.

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G. H. BISHOP CO., CHICAGO



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LAUNDRY PRESSES

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New extra-thin stainless steel heads are 50% lighter in weight. This means faster press action, less shock and wear.

Tops and sides of Rocket Press heads are insulated with special foil asbestos for greater operator comfort and efficiency. Tests show these new heads are fully 10% cooler than other models, and require 7% less steam.

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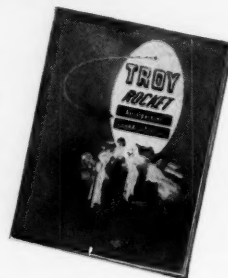
Heads are "floating" type, automatically adjusting themselves to varying thicknesses of material being pressed. Three times harder than other press heads, these stainless steel Rocket Press heads cannot be pitted or marred by buttons or snaps.

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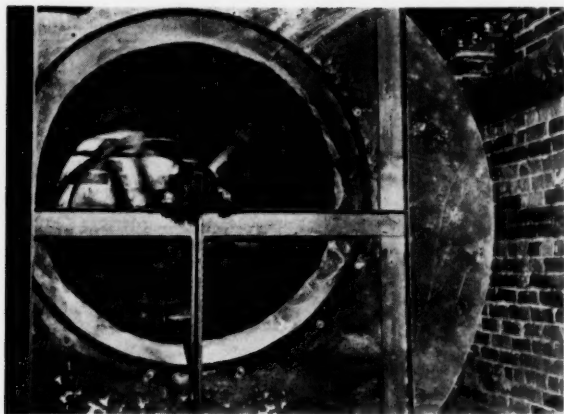
Troy

LAUNDRY MACHINERY

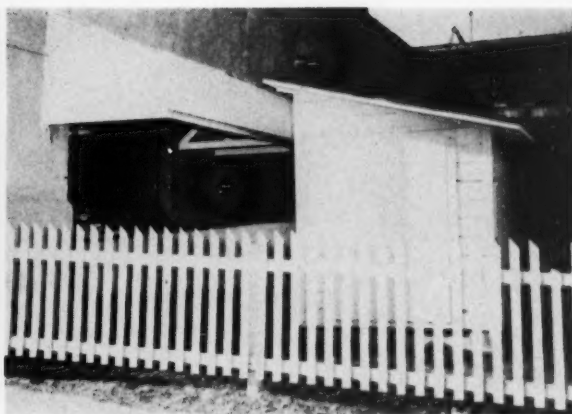
Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

World's Oldest Builders of Power Laundry Machinery

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



One of two theatre fans, eight feet long and six feet high, installed in basement. Both ends open to admit air, with belt drive on far side



Other fan housed in shed outside finishing department. Wooden duct leads air through windows and furnace pipes distribute it inside

With much ingenuity and little cost

He Air-Conditioned His Laundry

Nebraska plantowner beats heat problem

By LOU BELLEW

KEN SIPPLE, who operates the Nebraska City Laundry & Dry Cleaners, in Nebraska City, Nebraska, has gone to a great deal of effort to make his plant one of the coolest in the state. Mainly from having worked in some real "sweat shops" in his younger days, Ken has always had one idea in mind since he went into business for himself—to make anyone who worked for him as comfortable as he would have liked to have been when he worked for someone else. If that sounds drawn out, you need only hear Ken recall working conditions when he was "for hire."

Nebraska really becomes hot in the summertime. Nebraska City is situated on the bank of the muddy Missouri, and the humidity is high. Combatting this problem, and with limited means, Ken has done a wonderful job.

A theater fire was the "big break" in his cooling problem. After the debris had cooled, a pair of big theater cooling fans were seen laying in the basement of the theater site and, much the worse for repair, were purchased for the grand sum of five dollars apiece. After a year's spartime work by Mr. Sipple and one of his employees, both fans had been hammered back into usable shape, although lacking much of their former elegance. For those of you who have never seen these theater fans, they look like old boat paddle wheels set into outer shells of metal with both ends of the shells open to admit air, and they move a terrific volume of air.

First, a small shed was built at the side of the laundry to house one of these eight-foot long fans, with a wooden

duct leading to the lower edge of the factory-type window of the laundry. With the glass removed from the lower panes beneath the window it was a simple job to pipe air through sections of standard eight-inch furnace pipe overhead to the hot spots in the finishing department of the laundry. In winter, the pipe is removed and the window opening is boarded up. In summer, these numbered sections of pipe are reinstalled in just one hour to hang from the ceiling by wires, in their old position.

Need periodic cleaning

The fan at the side of the laundry operates at 130 rpm. by motor and V-belt; a faster speed creates too much draft for the employees. At first, the intake sides of this big fan were fitted with special racks holding standard furnace filters made of glass fibre, but within a week they had been filled solid with dust from local trucks hauling rock. Now, frames holding small mesh copper screen wire do a satisfactory job. They are painted with ordinary lubricating oil to catch the dust and lint that ordinarily would be drawn into the plant. In order to clean the screens every two or three weeks, they are removed and carried into the washroom, placed on the floor and hosed down. Occasionally, when they are too gummy, a scrub brush and a little drycleaning solvent do the job, after which they receive another brushing of lubricant and are placed back on the side of the shed. The theater-type fan is used in conjunction

(Continued on page 58)



Plant frontage was extended 20 feet from center of building toward the right, taking over space formerly occupied by barber shop. Call office entrance is at extreme right end of canopy

A Self-Service Laundry

Second visit to Dallas plant reveals many major changes in three years

By JAMES A. BARNES

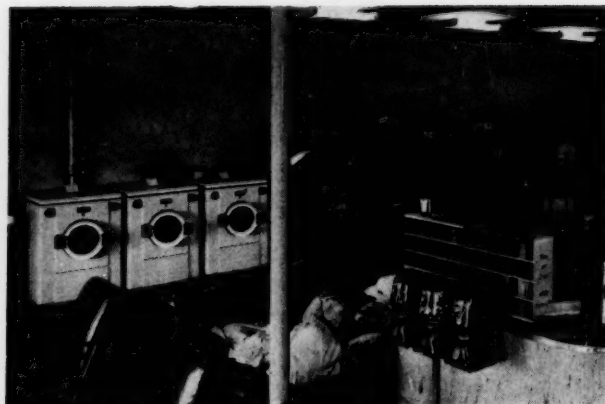
THREE YEARS HAVE ELAPSED since STARCHROOM first visited White's Automatic Laundry in Dallas, Texas. That visit was reported in June, 1950, under the title "Self-Service Laundry."

Last month we stopped by to visit R. E. White again and, as we suspected, many changes had occurred in the interim.

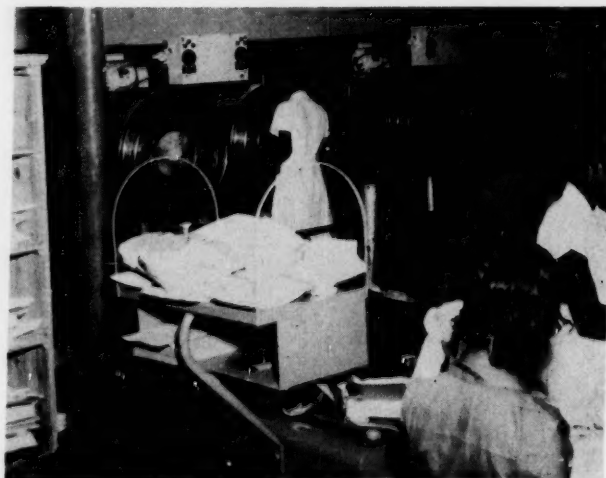
He's still doing business "at the same old stand" in the northwest section of town, adjacent to the University Park suburban area, but his plant is bigger. He still rents the space but he has taken over what used to be the barber shop next door in order to make room for his expansion. This has increased his floor space from 1,800 to 2,440 square feet. He moved his sales counter and finished bundle storage into the new space and placed new productive equipment where the counter used to be.

He was averaging approximately \$700 weekly sales in wetwash and fluff-dry. Now he does \$1,100 weekly (from retail customers only) in those services plus shirts and flatwork, which he finishes himself, and dry-cleaning which he farms out to a wholesaler. He averaged 1,800 shirts and approximately 700 pounds of flatwork per week at retail last year. Three years ago he figured he had a total of 100 customers a week. Now he puts this figure at 550.

Gone are the 9-pound automatic washers and most of the 18-pound, manually controlled open-end wheels. In their place now stand a 75-pound and seven 25-pound open-end washwheels, the latter with automatic controls. A two-girl shirt finishing unit and a 100-inch return-type flatwork ironer have been added. The extrac-



Before: Three years ago the sales counter was in same room with



After: Sales counter has since been moved into next room to make

tors, tumblers and power plant equipment remain, although the latter is not adequate for today's peak operations.

Mr. White figures he has an investment close to \$70,000 in his equipment today. His total working force numbers seven and his productive labor cost goal for this year is 25 percent or less. In discussing these figures we learned by listening what Mr. White had to learn the hard way. He took on two wholesale accounts when he first put in his finishing equipment in order to keep it fully productive. He kept it productive alright but his labor cost rose out of proportion to the profit he earned. For instance, when he was doing wetwash and fluffdry only his productive labor cost was 17 percent. After installing the new equipment and increasing the working force to 10 people this cost rose to as high as 40 percent during some periods. He has now abandoned the wholesale work, reduced the number of employees to seven and established the 25 percent goal for this year. It looks as though he will accomplish it.

Under the present setup the work is divided as fol-

lows. Two girls are on the shirt finishing unit and two are on the washwheels. The other three sort and mark shirts; assembly and wrap flatwork bundles; operate the flatwork ironer and tumblers. The latter three fill in at all these jobs as the work load requires. Mr. and Mrs. White tend the sales counter and supervise all operations. It is important to note, however, that they draw no salary and none of their time is charged as a productive labor cost.

Some of White's customers used to load their own washers but none of them touched any equipment after loading their wash. Today none of them do anything but drop the bundles off and pick them up again.

Wetwash is sold at six cents a pound with a 40 cent minimum charge. Fluffdry consists of washing, extracting and drying everything in the bundle plus folding sheets and large pieces only. It is not wrapped. It costs the customer nine cents a pound with a minimum charge of 65 cents.

Their flatwork service works like this. They wash and dry everything in the bundle. The flat pieces only are ironed. Everything else is folded and the whole bundle is wrapped. It sells for 12 cents a pound with a 75 cent minimum charge.

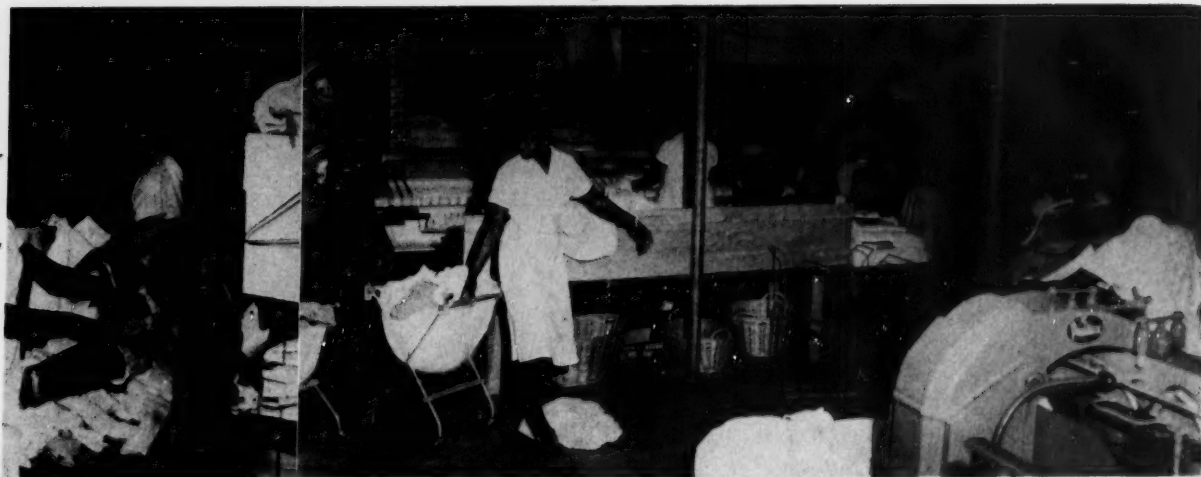
Shirt finishing is done as a list price service. Ninety-five percent of their customers pull out the shirts in

(Continued on page 64)

Re-Visited



equipment. Above pictures show arrangement of washers along either wall at that time



room for flatwork ironer and shirt unit as shown above

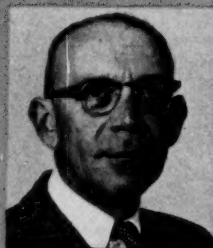
"AMAZED" AT RESULTS WITH CMC FORMULA

READ THESE REPORTS FROM LEADING LAUNDRYMEN

CMC Formula is proving itself everywhere! Convincing evidence comes from laundrymen all over the country who for months have been using this revolutionary finishing aid under varying conditions and for many kinds of washwork.

Customers are getting a higher quality finish, sharper colors, whiter whites, better and softer sizing. Laundrymen find that CMC Formula makes for easier washing and finishing. Fabrics get really clean faster, and there's no build-up or sticking in ironing.

CMC Formula costs little, and requires little attention in use. It's a dry, granular powder that dissolves rapidly and evenly without cooking or other preparation. Add it in the final operation, sour or blue. All you need for every hundred pounds of load is from one-half to three ounces!



R. R. HENSEL
Secretary-Treasurer
Camel City Laundry
Winston-Salem, N. C.

"... we have been using CMC Formula for the past five months. Customer reaction has been most favorable. Whiteness retention has been improved, and the cost is negligible. Of all the products presented to the laundry industry, we feel that CMC offers the most for the least in the washing department..."

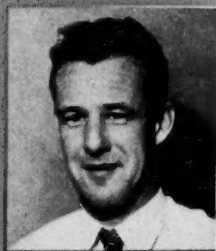
H. L. CARMONY
Plant Manager
Malbon's Laundry
Logansport, Ind.



"... previously we had been unable to size some of our classifications without forming a build-up on the flat work ironer. CMC Formula has entirely eliminated this trouble. In fact, it seems to lubricate the ironer, and gives body without the former build-up. It also eliminates the fuzzy appearance to our linen, gives

a starched-like sheen and finish, and apparently makes subsequent washing easier. We are presently using CMC on family wash, linen supply aprons, commercial flat, and table linen classifications. We are very much sold on CMC Formula, and have tested it long enough to feel sure we will continue to get the excellent results we have experienced in the past . . ."

W. R. McKILLOP
Superintendent
Home Laundry Company
San Francisco, Cal.



"... we are using CMC Formula on our linen supply, table cloths and napkins, as a sizing rather than a starch. As a result, our starch costs have been reduced. In addition, we find that CMC produces brighter work, and has a tendency to eliminate sticking to ironer chests and rolls . . ."



F. BAUM
Vice-President
United Crescent Dry Cleaning
Corporation
Brooklyn, N. Y.

"... I have been amazed at the results obtained with CMC Formula in washing and finishing . . . sharper colors, brilliant whites, smoother feel . . . less hot water and alkali used. Even without starch, garments are crisp, fresh looking, and not harsh . . . come off the press faster, due to faster drying and no sticking. Many badly soiled or stained garments avoid a double

process (dry cleaning and washing) because CMC stays on the fabric surface and checks penetration. CMC Formula is also used in our carpet cleaning department, and all cotton rugs are treated with it. Here, too, the difference is amazing . . . no harshness, and rugs become immaculately clean, bright, colorful, with a soft, new-like feel . . ."

H. L. OGDEN
Plant Superintendent
New Process Laundry Co.
San Francisco, Cal.



"... since sizing all flat work with CMC Formula, we have virtually eliminated "iron-overs"—which in most large plants are "washovers". We operate five 8-roll ironers, two of them at well over 100 feet per minute, producing a far superior finish on flat-work than that obtained when no sizing was used . . ."



W. B. SHEPHERD
Laundry Superintendent
The Clift Hotel
San Francisco, Cal.

"... using CMC Formula in our hotel laundry has greatly reduced washovers and iron-overs. The use of CMC has cut the amount of bleach required in our washing formula. We are realizing whiter work with less bleach. CMC has proved invaluable in keeping our high standards of color and finish demanded . . ."

You can get CMC Formula from leading distributors. It comes in 64-lb. paper bags, 25-lb. drums, and 200-lb. drums. If you don't know the names of convenient suppliers, write Hercules.

Cellulose Products Department **HERCULES POWDER COMPANY** 952 Market St., Wilmington 99, Del.



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CM53-4

Starchroom's Laundry Primer

PART XV

How To Train Shirt Folders

By MARGRET M. RESCHETAR

OPERATOR NUMBER THREE in our shirt finishing unit unloads the shirts from the bosom press. Then she buttons and folds them.

Many shirt crews produce a beautifully finished shirt through all the pressing operations only to have its perfection marred by removing it from the bosom press improperly. Perhaps you have seen shirts with one or two deep lines on the buttonhole side. They are caused by an operator pulling the shirt off sideways and traveling it in a straight line between the collar clamp and the neckband assembly on the press. By doing this the buttonhole side of the shirt cuts along the far side of the press, thus "breaking" the front of the shirt.

This should not be permitted to happen. We prevent it in our plant by properly training the operator at the outset. This is how we tell her to do it.

1. Grasp the collar with the right hand. The thumb should be on the inside of the shirt, just below the collar seam and near the buttonhole. The fingers should be on the outside of the buttonhole strip. Pull the shirt upward and toward you. As it travels away from the press grasp the left side of the collar in the left hand with the fingers in the same position. Now move the index fingers over to the other side and have them rest on the upper portion of the collar as close to the seam as possible without actually being on it (see illustration). With the other fingers still underneath, fold the collar down on

them. *All this is being done while you are moving from the bosom press to the collar post.*

2. Swing the shirt around the collar post and very quickly shape the collar. There is absolutely no need to rub the collar around the post three or four times, as many operators do. The final shaping of the collar is automatically done when the shirt is placed on the folding table and the collar is fitted on the heated collar-shaping element.

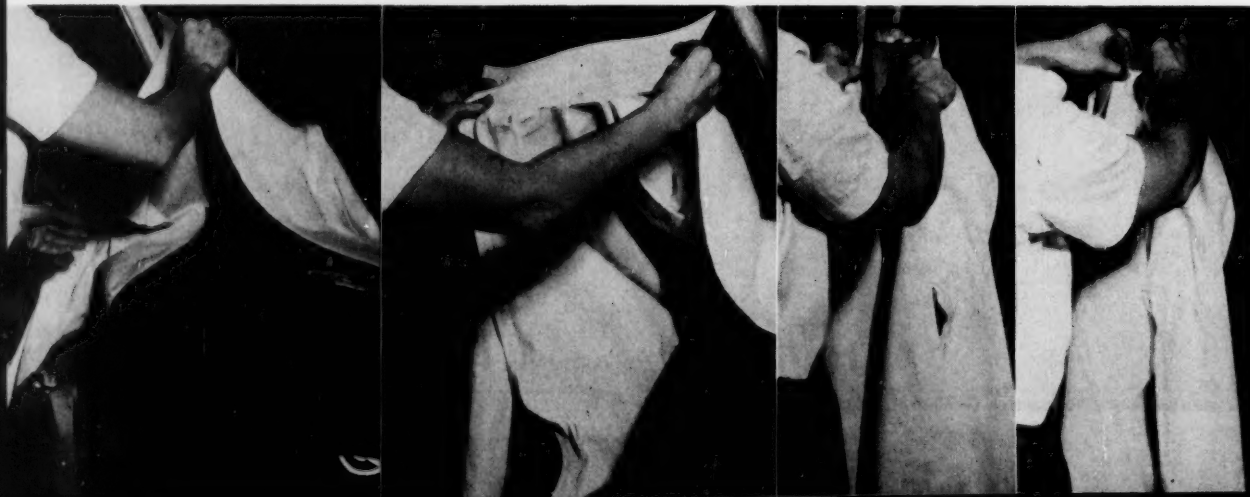
In shaping the collar on the collar post the thumbs and forefingers remain in the same position they were in while unloading the bosom press. However, the middle fingers of each hand are slipped out from under the fold of the collar after the fold has been completed.

Buttoning the collar

Here is how we tell the operator to button the collar while shaping it on the collar post.

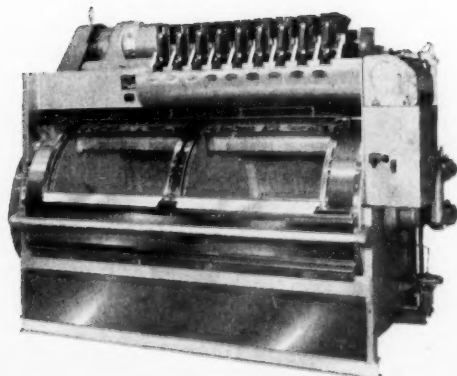
1. Pull the collar up slightly on the post so the position of the fingers can be reversed (see illustration). The fingers are now on the inside of the collar band and the thumbs are positioned as follows. Move the left thumb over the top half of the collar button. Notice that the lower half of the button raises up and away from the shirt as you do so. Place the right thumb over the buttonhole. Remove the left thumb from the top of the button and, with the index finger of the right hand, push

The illustrations below (from left to right) show the operator correctly removing a shirt from the bosom press, positioning it on the collar post and buttoning the collar, as described in the text above. Note the position of the hands and fingers in each operation



Will it do the job for me?

Upon the answer to that question rests the chances of our making a sale. We, of course, like to make sales . . so may we skip all the brilliant advertising verbiage and speak straight from the shoulder. We know that **ROBOT** fully automatic washers are doing the job in many washrooms, large and small, throughout North America. We know that **ROBOT** has been the main factor in reducing labor and supply costs and increasing profits for these laundries. We are proud of the letters they write us expressing their satisfaction. **ROBOT** is doing the job for them and doing it right . . May we show you that **ROBOT** will do the job for you?



THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER

ROBOT

LAUNDRY MACHINERY SALES

CHAMBERSBURG . PENNSYLVANIA



DIVISION OF
THE WOLF COMPANY

AT LEFT (top to bottom); positioning the collar in the shaping element on folding board; lifting shirt tail with left hand and lining up the buttonhole strip with the pencil mark; placing the button strip on top of the buttonhole strip; and flipping the shirt tail down

the button through the buttonhole. (When the button is about three quarters through the buttonhole, push the lower half of the button downward and the rest of the button will come through very easily.)

Do not, at any time, touch the collar itself. Many operators slide their thumbs under the collar in some manner. This is wrong. It causes the collar tips to turn up.

2. After the collar has been buttoned turn it to the left so the front of the shirt faces the lower end of the folding table.

Folding

You will note in the illustrations that we have drawn two pencil lines on the folding table. The first runs down the middle of the table from the center of the collar shaping element to the center of the opposite end. The second is drawn at right angles to the first at the point where you want to make the first fold in the shirt tail.

The shirt is still on the post and is now ready to be folded. Here is the way we instruct the operator.

1. Grasp the right shoulder seam in the right hand and the left shoulder seam in the left hand. Lift the shirt off the collar post and place it, *face down*, on the folding table. With the hands in the same position, bring the shirt forward on the table and step on the pedal with the left foot. This causes the heated collar-shaping element to close, making it simple to position the collar on the element. When the collar is in position release the foot pedal.

2. Lift the tail of the shirt with the left hand high enough so the top of the button strip and the buttonhole strip can be seen.

3. Grasp the tail of the buttonhole strip with the right hand, straighten it out and line it up with the center pencil line. Grasp the tail of the button strip, straighten it out and place it on top of the buttonhole strip. Give it about a quarter inch overlap so the shirt will not "split apart." Also, a good overlap eliminates the necessity of buttoning a second button.

4. You are still holding the tail of the shirt in your left hand. Flip it downward. Give it a good flip. The air will help straighten out the shirt.

(Before going any further, notice the sleeve on the far side of the folding table. It has been kept *on the table*. In our plant there isn't too much clearance between the folding table and our storage rack. If the sleeve is forced through this narrow opening it becomes "broken" and messy.)

5. Place the shirt board on the shirt.

6. Bring the near sleeve up and lay it straight across the back of the shirt but *do not let the cuff overlap the armhole seam of the other sleeve*. The cuff lays on the back of the shirt in rounded form as shown in the illustration, *not flat*.

7. Lay the far sleeve across the back of the shirt in the same manner.

(Continued on page 22)

Editor's Note: This series is *not* an endorsement by STARCHROOM of equipment used in the illustrations. Many pieces of equipment made by many manufacturers are capable of producing highest quality work. Those illustrated happen to be presently in Miss Reschetar's plant.



More of what you want in CHEVROLET Advance-Design Trucks

—and here are 4 powerful reasons why:

NEW ENGINE POWER—TEAMED WITH LOWER COSTS! The improved Loadmaster engine with a new high compression ratio of 7.1 to 1, now delivers even more power. This great engine is standard on 5000 and 6000 Series heavy-duty and forward-control models—optional on 4000 Series heavy-duty models. In light- and medium-duty models the Thriftmaster engine offers traditional Chevrolet economy.

NEW STAYING POWER—FOR GREATER DURABILITY! Frames are heavier, stronger, more durable in all 1953 Chevrolet trucks. You'll find greater ruggedness and stamina. You'll find these trucks even brawnier and sturdier than Chevrolet trucks in past years—trucks that have long been famous for those very qualities. And this heavier construction brings new comfort and freedom from fatigue to drivers, too.

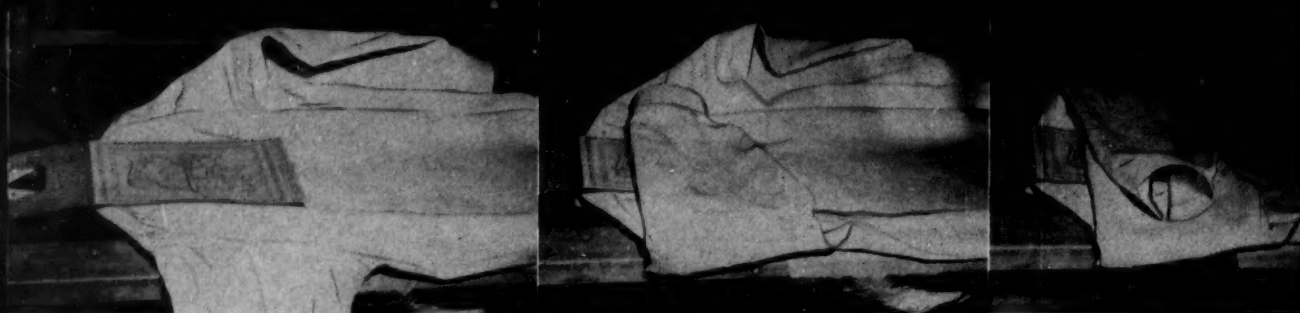
NEW BRAKING POWER—FOR QUICKER, SURER, SAFER STOPS! Two types of brakes on 1953 Chevrolet advance-design trucks provide greater stopping power and greater durability. "Torque-Action" brakes are standard front and rear on all trucks up to 4000 Series heavy-duty models. Extra-large "Torque-Action" brakes in front, "Twin-Action" type in rear are on Series 4000, 5000 and 6000 heavy-duty models.

NEW ECONOMY—LOWERS COST OF EVERY TON-MILE HAULED! Expect greater economy with Chevrolet trucks. New and greater stamina with extra gasoline economy cuts operating costs, maintenance costs in heavy-duty models with Loadmaster engine. *And these great trucks list for less than comparable models of any other make!* Chevrolet Division of General Motors, Detroit 2, Mich.

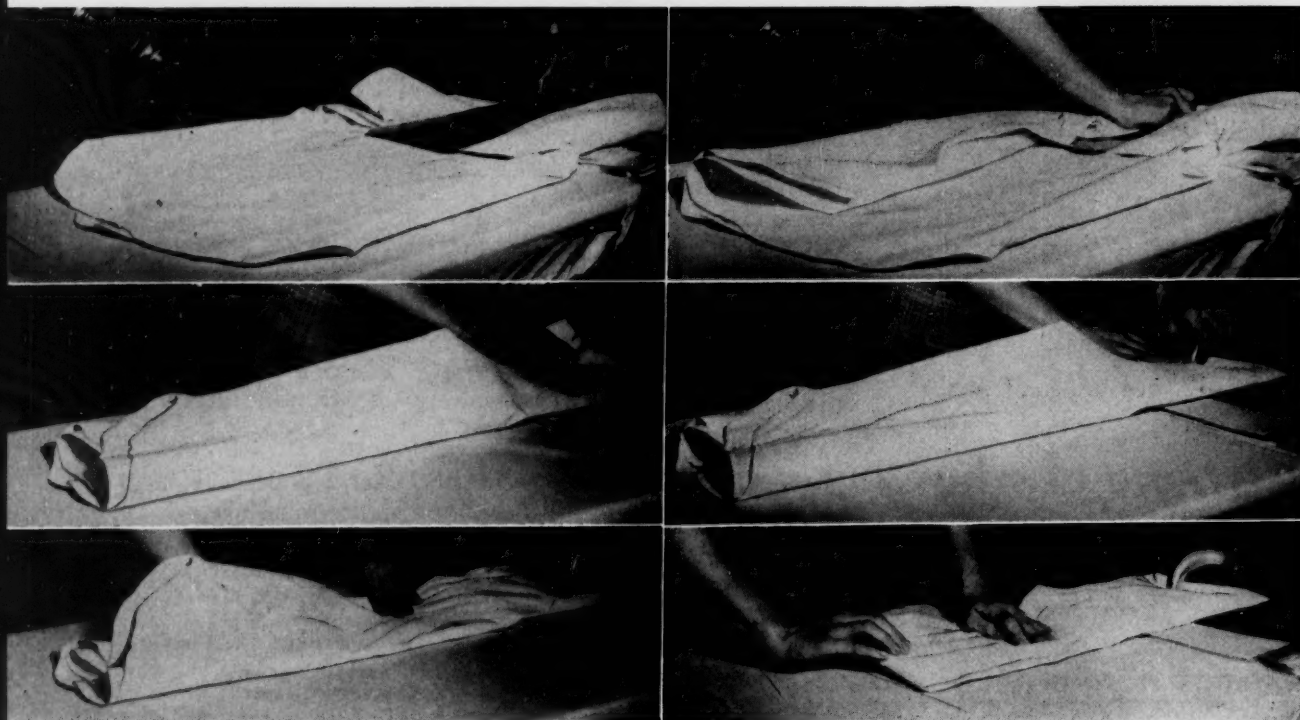
CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTI-PANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.





ABOVE (left to right): the shirt board has been placed on the shirt; the near sleeve has been laid straight across the back of the shirt; and the far sleeve has been likewise laid across the back of the shirt



TOP: (left) the blade is brought down on the shirt and (right) the near shoulder folded over the blade. MIDDLE: (left) the far shoulder is folded over and (right) the clamp lowered. ABOVE: (left) right hand continues down inner portion of shirt while left hand pulls upper portion toward you and (right) the first fold completed, the right hand grasps the shirt at the first fold. Note the pencil line

(Continued from page 20)

8. Bring the blade down on the shirt.
9. Fold the near shoulder over the blade with your right hand.
10. Fold the far shoulder over the blade with the same hand.
11. Lower the clamp with the left hand.
12. Move both hands toward the center of the shirt as far as the end of the blade. The right hand continues

down the inner portion of the shirt while the left hand pulls the upper portion toward you for a tight fold.

13. Move the right hand to the end of the shirt tail, keeping the thumb on top and the fingertips below.

14. Move the left hand down to the pencil mark which indicates the line of the first fold.

15. Pick up the shirt tail with the right hand and fold it over the left hand.

16. Slip the left hand out from under the fold and place it on the edge of the blade. (Continued on page 24)



ABOVE: (left to right) the second fold is completed; the near end of the shirt band is placed in position; and the clamp is released

The New Pantex Hydro-Air

Drycleaning Press ...

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Air-Operated Drycleaning Press
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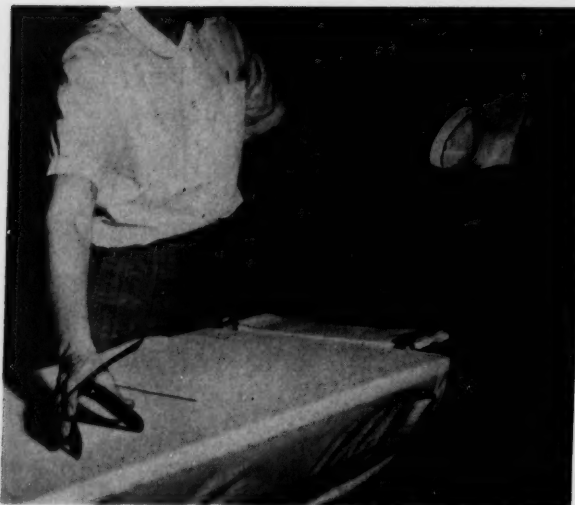


an IMMEDIATE SUCCESS!

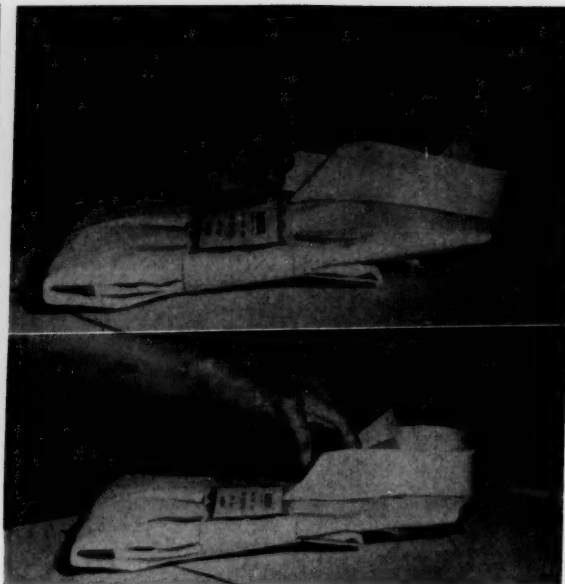
Unqualified approval throughout the industry — that's the story on this the newest and finest press Pantex ever made — and for a good reason — operators are getting more garments finished, per day, than ever before! Pantex engineers, *using both hydraulic power and air power* in the revolutionary Pantex Hydro-Air Power Unit, have eliminated usual levers and links to make this new drycleaning press extremely fast, smooth, and quiet. Contact pressure is correct for high nap, soft fabrics, a most important feature, and finishing pressures are easily adjustable for all fabrics. Advanced design permits unusually rugged, simple construction and streamlined appearance. Requiring less floor space and less maintenance, this new Pantex press is truly *the world's finest air-operated drycleaning press*. Detailed Bulletin available on request.



PANTEX MANUFACTURING CORPORATION • PAWTUCKET, RHODE ISLAND



ABOVE: (left) blade has been brought to the upright position and operator is sliding shirt off with left hand while grasping lower portion of collar support in right hand; (upper right) inserting lower portion of collar support in collar and (lower right) inserting upper portion



(Continued from page 22)

17. Grasp the shirt at the first fold in the right hand with the fingers underneath and the thumb on top. Bring the right hand up to the clamp, thus completing the second fold. (Note that the line of this fold is at the end of the blade.)

18. Remove the left hand from inside the folded shirt and place it outstretched on top of the shirt.

19. Pick up the near end of the shirt band in the right hand and place it across the shirt. Hold it tightly under the left thumb as you reach for the other end of the shirt band with the right hand.

20. Release the clamp with the left hand. At the same time step on the foot pedal to close the collar-shaping element. Meanwhile, push the shirt on the blade into an upright position with the right hand (fingers underneath, thumb on top.)

21. Grasp the shirt in the left hand (near the band, at the center), slide it off the blade and onto the table.

22. At the same time grasp the lower portion of the collar support (the part that slips underneath the collar) with a scissors-like motion between the thumb and fingers of the left hand, as shown in the illustration. Move your hand toward the shirt and, as you do so, squeeze your thumb and fingers together to prepare the collar support for insertion in the collar.

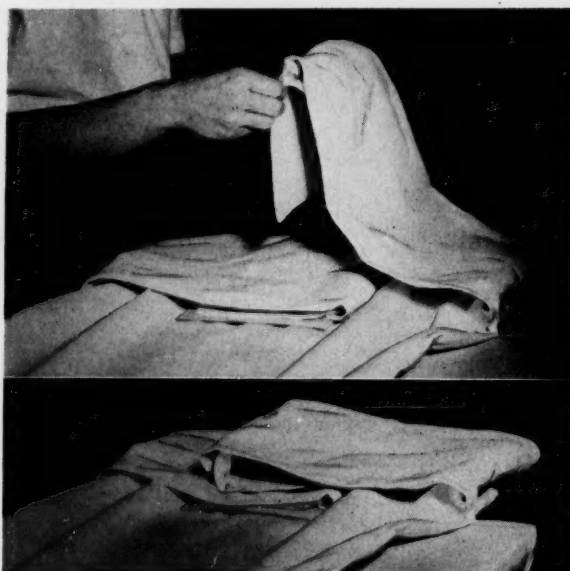
23. Slip the fingers of the left hand inside the collar and, with the thumb resting on the collar just above the button, raise it slightly. It will be at a slight angle. As a result, the lower portion of the collar protector slips easily into position. The insertion of the collar support must be done in one motion, inserting both sides at a time. If you insert each side separately you are apt to get a "break" in the collar points.

24. Push the upper portion of the collar support in position with the index finger.

French cuffs

We instruct our operators to use exactly the same procedures in folding shirts with french cuffs except for the sleeves, in which case we instruct them as follows.

1. In bringing the near sleeve across the shirt, grasp the cuff in both hands at the seam that joins it to the sleeve. Pick it up high enough so there is room in which



ABOVE: (top to bottom) folding sleeves on shirts with french cuffs. Note that both cuffs lie flat (not rounded)

to turn the cuff under the sleeve. With the cuff thus turned under the sleeve, lay it directly in the center of the back of the shirt. In this case, *the cuff lies flat*.

2. Repeat the same procedure with the far sleeve. Be very sure that the cuffs rest *on top of each other* in the center of the back of the shirt. □□

Next month Miss Reschetar will discuss the handling of sport shirts in complete detail. In addition to describing successful training techniques for finishing operators, the article will include the proper preparation of sport shirts made from different fabrics for finishing.

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ESCOLITE *saves time* because it dissolves completely in seconds and goes to work immediately. ESCOLITE dry on the break assures quick, thorough dirt-loosening.

ESCOLITE *saves labor* because it's so easy to use — dry *or* in solution — alone *or* with soap.

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Use ESCOLITE on *all* classifications. You'll agree — ESCOLITE is best by any comparison.



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Highly concentrated alkaline detergent and soap builder.

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High pH, excellent soil liquid and heavy builder for heavy duty.

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ESCOL 77

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Protein soap extract. 3 Shades — A (Green), B (Red), C (Blue).

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Special detergent important to "let up" city soil.

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20% Hypochlorite bleach for safe, economical bleaching.

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Regenerates all soap lost with ESCOLITE for cold water washing.

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Yellow soap built with ESCOLITE for hot water washing.

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Wins
Good Will"*



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"Cleanability"
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Extra Loads
Per Year

WASHERS, EXTRACTORS, DRYERS, and other equipment made of Republic ENDURO Stainless Steel respect your rising "break-even" point.

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ENDURO respects your "break-even" point in its long life and resistance to damage, too. When you invest in ENDURO you're cutting maintenance and replacement costs to rock bottom. Your equipment supplier can tell you more economic facts about ENDURO Stainless Steel equipment; or, write:

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Oriental Laundry's modern building makes it one of the most impressive-looking business establishments in Corpus Christi

Super Drive-In Speeds Bundles

**Modern building, ample parking space,
are coupled with streamlined efficiency**

THE BUILDING'S WORTH A HUNDRED SALESMEN! That's a visitor's first impression of the huge, bright front at Oriental Laundry and Cleaners, Corpus Christi, Texas. A closer examination of that front and the way the business is operated does more than strengthen that impression. It makes it seem like an understatement.

Oriental stretches more than half a block along busy South Staples Street somewhat out from the downtown business district but in an area so heavily commercial that its neon glow is a worthy rival for any other part of the mushrooming city. The street can carry four lines of traffic in either direction and at rush periods it fills up solid. The wealthier residential sections and the new developments are nearby, along the gulf coast. Oriental's location is ideal.

Its inherent value was multiplied by its operators, A. C. Skinner, president, and his two sons, A. C. Jr., secretary-treasurer, and Floyd, vice-president. They bought the location seven years ago and built from the ground up with a super drive-in operation in mind. That meant adapting the plant to a wide front with comparatively shallow depth because there had to be plenty of room for cars to get in off the street without waiting and causing traffic snarls. It also meant the building had to signal the harassed autoist while he was still blocks away so he could get over into the proper lane for a turn. And it had to have real salesmanship built into every front foot so the customer actually would turn in when he arrived.

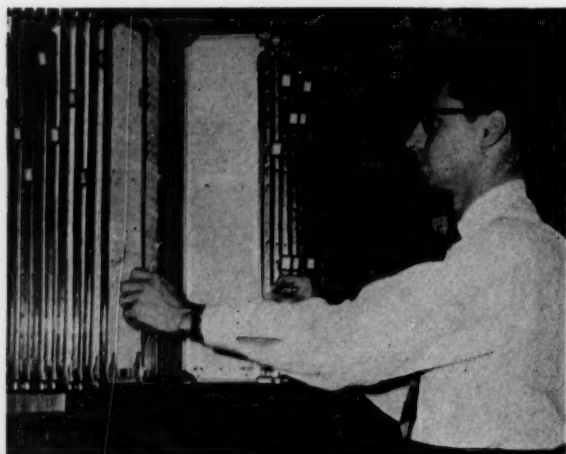
The building is famous throughout Texas. The long-drive-in space is recessed between the two flanks of the building forming a shallow U. There are 15 stalls

marked off on the pavement for customers' autos, and the stalls are wide enough for easy opening of doors when the area is filled to capacity. In an emergency, cars can pack in two deep making a total capacity of 30 cars, and a smooth front operation gets them out fast enough to prevent customer discontent at getting hemmed in.

Part of the built-in salesmanship is in the modern design of the building; part in the way it is kept spotlessly clean and freshly painted at all times; and part



Once in the building, bundles are quickly placed on an escalator and sent upstairs for marking and ticketing



H. W. Triche, office manager, keeps tickets in wall file. Each ticket bears the number of the bin where finished bundle is stored

in the palm trees planted in the corners and along the front, close to the building.

But the main feature of the plant, appearancewise, is the high tower at one end with the firm's name emblazoned in red neon. This is the highest structure for several blocks. On wide-open Staples Street it is visible for at least half a mile in either direction. With that brilliant neon reminder the customer with his bundles in the back seat can't forget to stop. And the impact of the name in the sky makes customers of newcomers to the city the first time they see it. The building is really one of the "sights" of Corpus Christi.

Manning the front under the direction of Office Manager H. W. Triche are a total of 33 employees. Ordinarily there are nine boys servicing customers in their cars and seven or eight girls behind the counters inside. The boys have sheltered benches out on the drive so there is little temptation to linger inside when it rains.

The operation is geared to get the customer out fast. The minute a car starts turning into the drive a boy starts for it and is ready to open the door by the time it stops rolling. From his pocket he pulls a pad of "boy slips" on which he writes the name of the customer, his own name, the type of service requested and any special instructions. He gives the original to the customer and takes the carbon inside and turns it over to one of the

girls with the bundle. Meanwhile, the customer is on his way.

If there is also a finished bundle to be picked up the boy merely writes the customer's name and type of service on the slip, runs inside the store and calls out "pick up" and the customer's name. He finishes writing up the slip while waiting for the counter girl to get the finished bundle. The girl checks a wall file in which the tickets are arranged by customers' names in alphabetical order. Each ticket bears the number of the bin in which the finished bundle is located.

These bundles were ticketed and the bin numbers assigned when the work first came in from the customer, instead of after finishing. This is possible because the entire operation is geared to two-day service. Huge signs in the front windows remind the customer when his work will be finished and it is a simple matter for the girls to keep track of the bundles as the bins fill up for only two days in the future.

Triche gets incoming bundles out of the way in a hurry. From the counter they are taken through a short corridor and tossed on an escalator-type conveyor which carries them to the second floor. After ticketing, sorting and marking at this point the bundles are dropped through a stainless steel chute into hampers in the plant on the ground floor.

After a finished bundle is picked up by a customer the stub of the ticket is torn off and filed with the cash register receipt. According to Triche, this provides a positive check against confusion on the part of customers who may forget that they had previously picked up their bundles.

The store is open from 6:30 in the morning until six every evening and all of the counter girls are full-time employees. However, none of them come in before eight.

Sailors as car hops

In the morning Triche uses sailors off the late watch at the nearby naval air station for servicing the cars. This work is handled after noon by schoolboys. Before the counter girls come to work in the morning the sailors handle the store too.

Of the sailors, Triche says, "They're fine employees. They're good, dependable boys who want to earn a bit of extra money and our pay compares with any part-time job in the area. Generally speaking, they're intelligent and require very little training. Our customers have given them their stamp of approval." □□



Inside, doors are marked alphabetically for bins. If customer's name is Allen, car boy heads for "A" door to call for pickup



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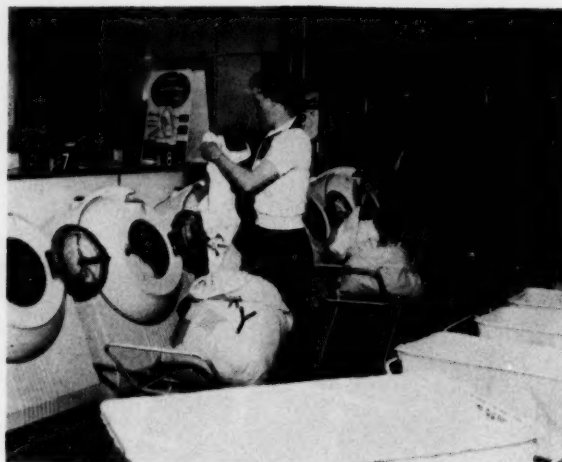
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When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



1. Mr. and Mrs. Ronald Lindsay of Beloit, Wis., enter Piggly-Wiggly's laundry to "wash while they shop"



2. After loading her clothes into washer Mrs. Lindsay will stroll into the adjoining market to do her shopping

Midwest grocery chain opens

A Laundry In A Supermarket

Merchandising plan "catches on" with public

By JAMES A. BARNES

HOUSEWIVES in Beloit, Wisconsin, are making up their grocery lists, filling their laundry bags and going off to market to buy their food and have their laundry done under one roof, all in one stop. They've been doing it for over a year.

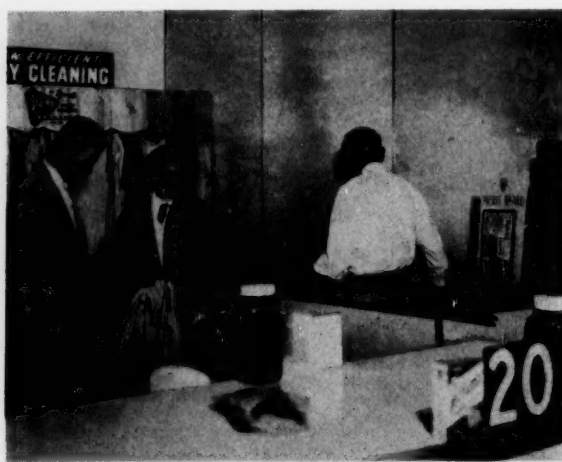
When we first visited the new Piggly-Wiggly supermarket in Beloit last spring the laundry was not operating on a profitable basis and the management did not know for sure if it would. Now, one year later, things

are different. Larry Doyle, general manager of Piggly-Wiggly Midwest, conservatively reports profits before federal income taxes of between 15 and 25 percent of sales. A second laundry was opened in conjunction with Piggly-Wiggly's new supermarket in nearby Rockford, Illinois, last November and profits for that operation are already averaging around the same percentage of sales.

All of which means that Piggly-Wiggly is happy



3. Upon completing her shopping she will return to the laundry to extract and tumble her laundry. The market likes the "impulse buying" Mrs. Lindsay is more likely to do while leisurely waiting for her laundry



4. Laundry and shopping completed, the Lindsays pay Eddie Anderson for bundle. They could have folded and wrapped it if they wished, in wrapping paper supplied free of charge

NOW! LAUNDRY SOAPS AND DETERGENTS FROM LEVER BROTHERS! MADE STRICTLY FOR THE TRADE! FREE TRIAL KIT MAKES SELECTION EASY!

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*select
the sample
you
want!*



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| <input type="checkbox"/> Lever Formula 770—all-purpose granules (a cold water soap) | <input type="checkbox"/> Lever High Titer Chips—88% soap 42° titer |
| <input type="checkbox"/> Lever Formula 880—heavy-duty synthetic detergent | <input type="checkbox"/> Lever High Titer Granules—92% soap 42° titer |

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about their experiment and will more than likely open similar laundries in the rest of their 21 supermarkets in the midwest. Mr. Doyle, who is also president of Laundries, Inc., a separate corporation which operates the laundries in space leased from Piggly-Wiggly, agrees that a supermarket can figure on \$10,000 net before taxes on 1,400 square feet of laundry space, whereas the average supermarket management would be happy with a guaranteed \$10,000 net before taxes on 5,000 square feet of food and drug space.

Sales volume up

When we were in Beloit, Eddie Anderson, manager of the laundry, had only one employee working with him. Now there are three. Part of this is due to the fact that Eddie has taken over management of the laundry in Rockford as well and part of it due to the fact that sales at Beloit have doubled in the past year. A recent week saw a gross of \$595 chalked up. Normal weeks have averaged around \$550. This includes shirts and dry-cleaning, both of which are accepted and farmed out to local wholesalers. The only service processed on the premises is a washed, extracted and tumbler-dried bundle sold at 60 cents per machine load. An additional 15 cents per load is charged if a girl in the store, rather than the customer, loads and unloads the machines.

The service charge was introduced to discourage drop-off bundles and attended service but it hasn't worked out that way. About 40 percent of the customers prefer to drop their bundles off and call back for them after shopping. Eddie Anderson lays this to the fact that Beloit people are not used to self-service laundries. There were only two in town when Piggly-Wiggly opened and there are only three now. He points out that, in Rockford, there are upwards of 13 self-service establishments, the people are accustomed to self-service there and only five percent of Piggly-Wiggly's customers want an attended service.

The entire supermarket building measures 58 by 178 feet. Of this the laundry occupies one end measuring 58 by 28 feet, including the power plant. A glass partition separates the market from the laundry and a door leads from one to the other. The power plant occupies a space approximately 20 by 50 at one end of the laundry. It houses three small gas-fired hot water heaters, a 400-gallon storage tank and a 500,000-grain water softener.

Original laundry equipment consisted of 20 nine-pound automatic washers, a 17-inch and a 20-inch extractor,

and three 36 x 30 gas-fired tumblers. An additional tumbler has since been added and management is now thinking of adding 10 more washers. Self-service customers handle all of this equipment from start to finish.

In addition, any customer who wishes to do so is permitted to fold her own work and wrap it in paper supplied free of charge.

Anderson figures that they are now averaging 60 customers per day in Beloit and the average customer uses three washers for her work. He has some customers who actually use as many as 12 per call but these are rare. Tonnage figures are not available because they only weigh a customer's work when a question arises as to overloading the equipment. Like most operators, he has found that a maximum of eight pounds should be washed in a load for highest quality.

The Rockford operation

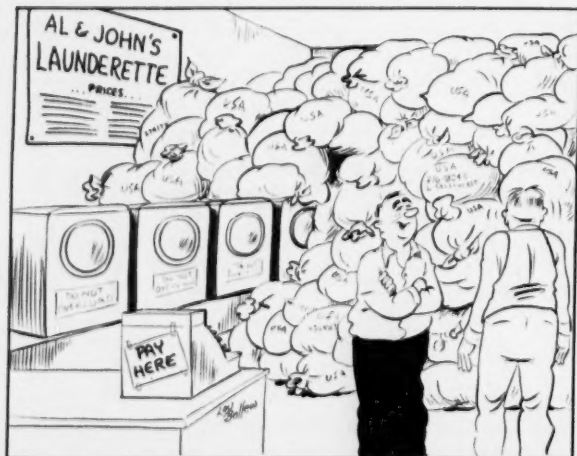
The Rockford operation is almost identically the same. Power plant and productive equipment are identical. Floor space, however, is 240 square feet larger than in Beloit. Because so many more customers do their own work it is only necessary to have two girls on the payroll here. Also, shirts and drycleaning comprise a greater share of the total volume in Rockford where they run respectively \$68 and \$250 per month compared with a little over \$200 per month for the two services combined at Beloit. These differences are accounted for, of course, by the fact that the Rockford operation opened a year after the one in Beloit and, inasmuch as it is still growing at a faster rate than did Beloit, the comparison is really favorable to the newer operation. Larry Doyle explains that total labor cost for both operations, including Eddie Anderson's salary, averages 25 percent of sales.

Due to keen competition, prices in Rockford (50 cents per load with a 10-cent service charge) are lower than in Beloit. Oddly enough, total dollar sales for the two laundries are running about the same.

In opening the Beloit operation the management indulged in a bit of ballyhoo. A newspaper ad contained a coupon which, if brought to the store, offered the first machine load washed free of charge. This ran one day a week for four weeks. One-minute radio spot announcements were run four days a week and an opening-day party, at which free coffee and donuts were served, attracted 150 people. But the operation got off the ground very slowly. So slowly, in fact, that the management was very disappointed and began to wonder if they had made a mistake in opening at all. It took nine long months for them to reach the break-even point. Now, however, volume continues to increase at a slow but steady, satisfactory pace.

The Rockford laundry was a success almost from the very start and the management attributes the two different experiences to differences in consumer education in the two towns. Both plants are open from 8:00 a.m. to 9:00 p.m. weekdays, the same as the adjoining supermarkets. Saturday closing time is 6:00 p.m.

Larry Doyle reports that housewives and their husbands like the convenience of doing their family shopping and family laundry at one time, under the same roof. The supermarkets like it, too. While actual figures are not available, it is true that almost every housewife buys something in the market while waiting for her laundry bundle. The time it takes is just long enough so that she is not too hurried at her shopping and "impulse buying" frequently results. He thinks it's a natural combination and one worth exploiting, which he apparently plans to do. □ □



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Deluxe cab illustrated.

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NEW TIMESAVING FEATURES GET JOBS DONE FAST!

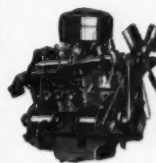
Ford Economy Trucks for '53 are completely new from the tires up! New cabs, new chassis, new power, new transmissions . . . every inch specifically designed to provide fast, economical transportation. New Ford Truck timesaving features GET JOBS DONE FAST . . . at still lower cost per mile!

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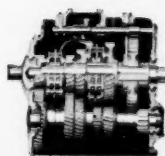
New one-piece curved windshield, 55% bigger! Wider seat, with new shock absorber. Larger door opening, push-button handles.

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Overhead valve, 101-h.p. *Cost Clipper* Six, 145- and 155-h.p. *Cargo King* V-8's—cut down on friction power waste, save gasoline. Also, 106-h.p. Truck V-8 and 112-h.p. Big Six.

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Rhapsody in Bellew

Towel Roller Inquiry

Mr. Harold Meyer
Model Laundry & Cleaners
Fargo, North Dakota

Dear Harold:

Good to hear from you, and don't fret about having trouble with that towel roller. Lots of others have gotten into considerable difficulty with it, too.

You asked where you could find the soft red-rubber rollers I mentioned in my February "Rhapsody" column. Well, I hate to tell you this, but you're going to have to call on your local dealer in home washing machines. Those fellows generally salvage everything they can off the old trade-ins and use the parts for repair on other machines in town.

I know a dealer in my town who has enough such parts that he will probably be able to retire if the rest of the boat-nuts in town find how wonderful those rollers work on the back end of a boat trailer. (At the current price of three dollars a pair. . . I paid it but I was desperate.)

My engineer friend didn't mention a foot-operated switch, but that shouldn't be too tough. How about one of those spring-switches like the dimmer-switch on your car? I've seen switches on conveyors that I think are called "contact" switches; as long as the pressure is on them the conveyor moves, and it stops when the pressure is removed. . . used to bring bundles to the markers. In fact, why not two foot-operated switches, so the operator wouldn't have to stand on the thing?

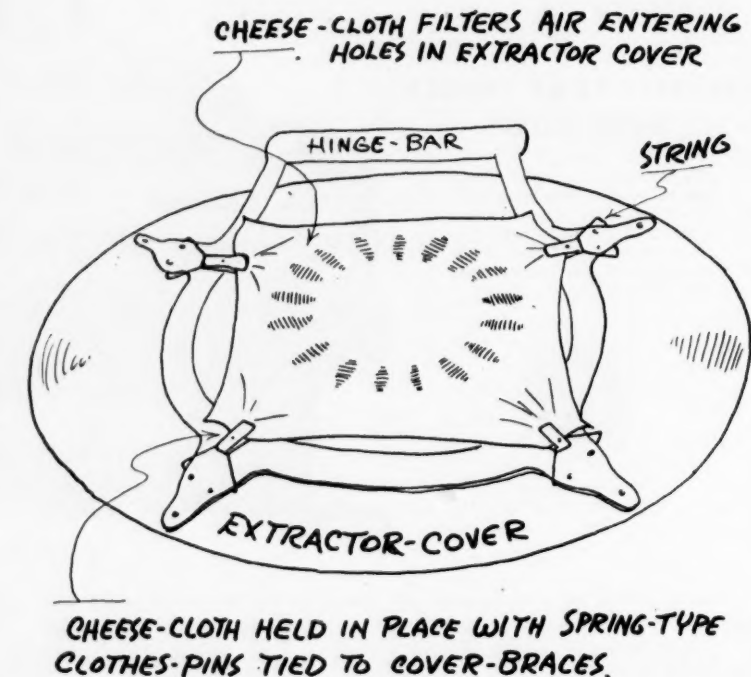
Sure would like to know how you make out on this, Harold, and thanks for your nice letter.

Cordially,

Lou

Cheesecloth Dust Filter

At Bill Kenney's bustling Davis Laundry & Cleaning Co. in Cleveland, I saw something that should be of interest to a lot of launderers who wonder where those mysterious specks and spots come from on their finished bundles. For one



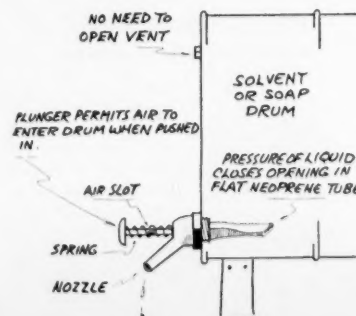
thing, no matter how clean a plant may be there is always a great deal of dirt and dust in the air. At the Davis plant each extractor top is fitted with a square of cheesecloth over the vent holes in the cover to catch the dust which ordinarily would be drawn into the extractor. After a couple of hours running time the vent holes in the cover are as clearly defined on the cheesecloth as though they were drawn on the cloth with jet black ink. Try it some time and see for yourself.

Spring-type clothespins, tied to the cover braces, hold the cheesecloth in place. The cheesecloth covers are changed at least once a day. While some may insist the canvas cover over the bundles inside the extractor will shield the bundles from any dust coming in, it is felt a surer way is to filter the air as it comes in, rather than to depend on the canvas cover entirely.

Soap or Solvent Dispenser

At the same plant, Bill, Jr., showed me a new idea in the way of a dispenser for tapping the con-

tents of a soap or solvent drum. No wrenches are needed to attach this spout to a drum, since it is tightened only with the fingers. The operation is quite simple—merely push in the plunger on the end and the liquid comes out; release the plunger and the flow stops instantly. No need to open the vent plug of the drum since the plunger lets in the air needed for a strong flow. Operates on a new principle of a flat rubber tube (neoprene, probably) which fits into the drum, and looks exactly like those "rassberry" noisemakers for parties. Seems the



another **BENWALL** achievement!

The first premium quality Nylon Net

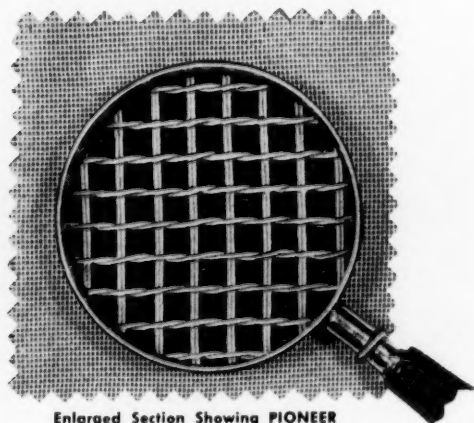
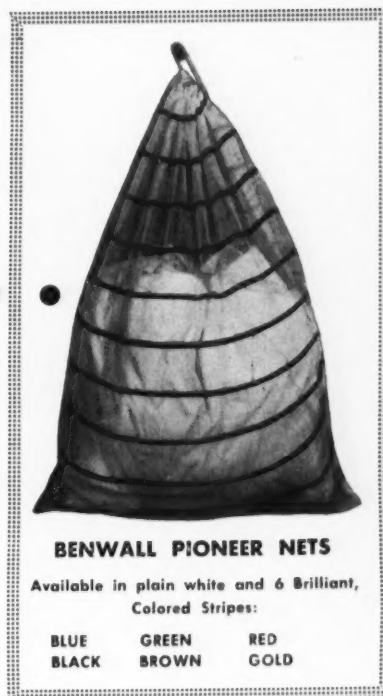
PIONEER 2x2, 260 DENIER NETS
Solid White and Colored Stripes

Pioneer Nets are the standard of the industry, woven of genuine Du Pont 260 Denier Filament Nylon . . . our famous 2 x 2 construction on which the Benwall name was built.

Our 260 denier yarn which we use exclusively in our nets produces the only satisfactory type of net for laundry use.

For the ultimate in long wear and low operating costs, always specify Benwall Nylon Nets.

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3. PIONEER 2 x 2 Solid-Color Nylon Nets in Red, Blue or Brown, guaranteed fast colors.
4. PILGRIM Open-Mesh Nylon Nets.

Ask your Jobber for PIONEER 2 x 2 Nets, and PILGRIM Open-Mesh Nets today!

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Gentlemen:

Please send us prices, sizes and sample swatches of your PIONEER 2 x 2 Nylon Nets and your PILGRIM Open-Mesh Nylon Nets:

Name.....

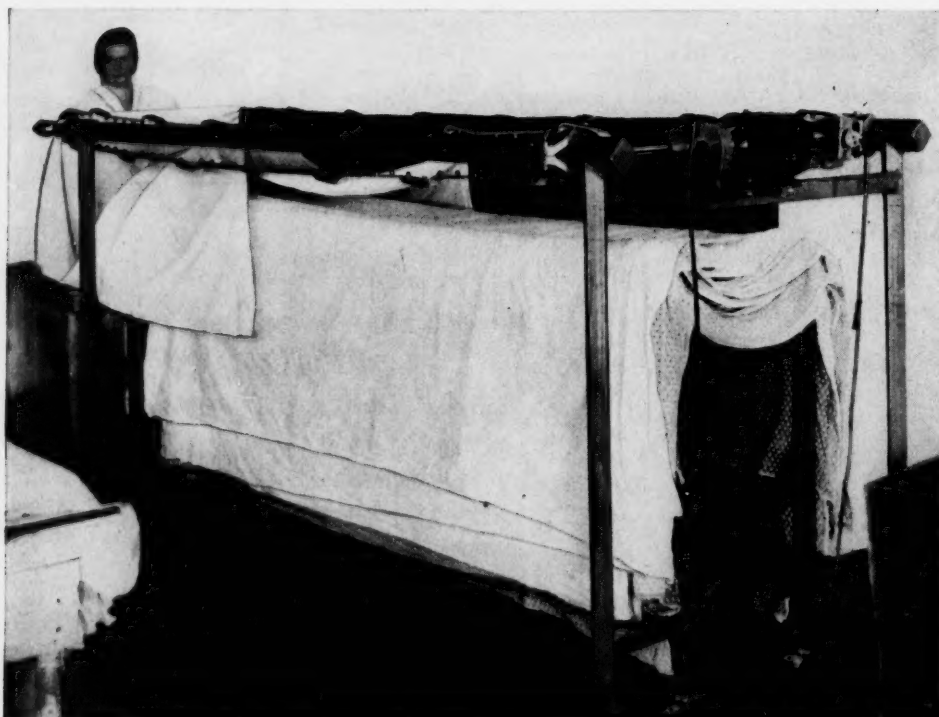
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SAGER "B" SPREADER

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ONE Operator can do the work of two if not three hand shakers and with far less fatigue. Operators remain ON the job. Labor turnover on the toughest hand labor job in laundry is greatly reduced.

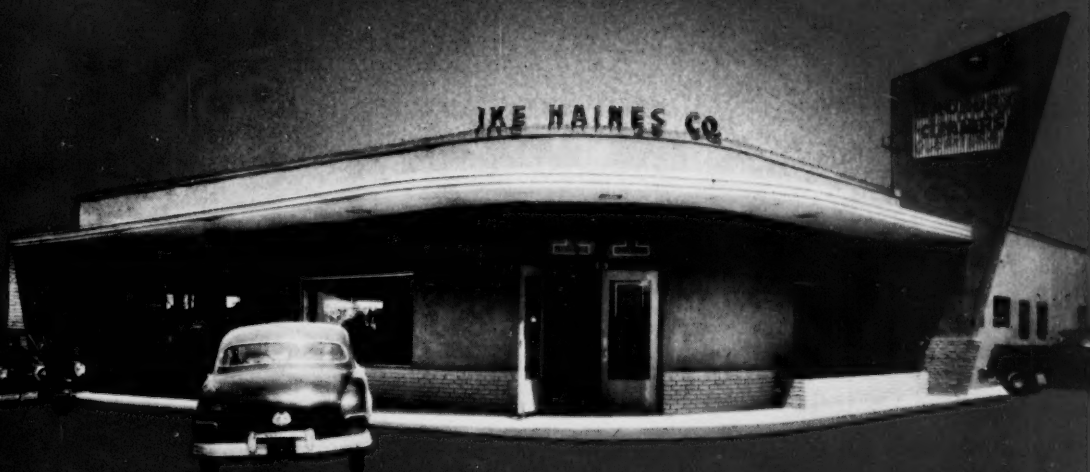
Ironer production can be materially increased through the use of higher ironer speeds and a continuous flow of work. Racks hold from 80 to 90 sheets doing away with constant pole or feed board changes.

(Three racks standard equipment with each machine.)

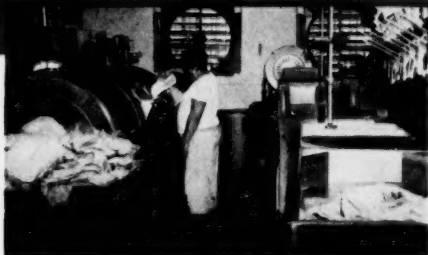
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The American Naborette Laundry is a complete package of professional equipment. In as little as 25 by 75 ft., the Naborette will produce approximately \$1200 weekly gross volume . . . with only 9 operators.

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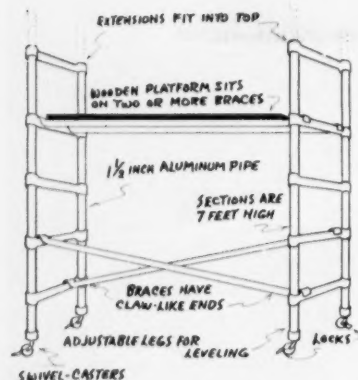


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Views of the smart, efficient Naborette Laundry of Ike Haines Co., San Antonio, Tex.

pressure of the liquid keeps the end pinched shut unless the plunger is pushed in to permit air to enter the drum. (Made by Thompson Products, Cleveland, Ohio.) Something new.



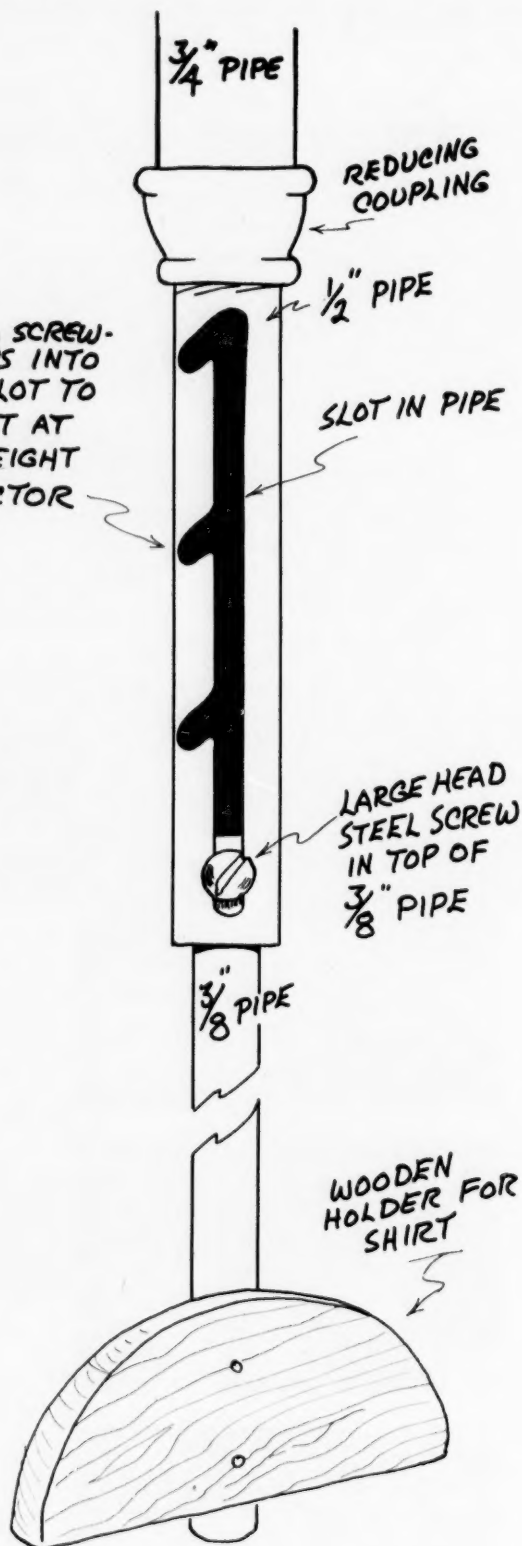
Handy Aluminum Scaffolding

Saw a new idea a lot of plant-owners could use for cleaning walls and ceilings. The Kenneys have a lightweight scaffolding that can be knocked down or erected quickly in any part of the plant. All parts are of inch-and-a-half aluminum tubing. Two ladder-like sections are seven feet tall, fitted with swivel casters and adjustable for leveling on an uneven floor, and have little wheel-locks so the rig can't move around in use. No nuts or bolts to fool with. Lengths of the same-size aluminum tubing, with claw-like ends, are used as sway-braces to keep the affair rigid, or when placed horizontally on any of the rungs it holds a wooden platform to work from. For heights above seven feet, additional seven-foot sections fit into the top of similar sections. Very strong, and hardly any weight to them at all.

Shirt Holder

The Davis plant inspects shirts for buttons, rips, etc., while damp, as they are being laid out for the shirt crews. To do a proper job it is better if the shirts are hung up during this operation, for greater speed. Needing some way of adjusting the shirt holder to the various heights of the operators of the moment, this is the adjustable gizmo someone came up with. A pipe within a pipe, with diagonal slots leading off from a perpendicular slot in the larger end of the two. The shirt holder is quickly

PROTRUDING SCREW-HEAD DROPS INTO DIAGONAL SLOT TO HOLD SHIRT AT DESIRED HEIGHT FOR INSPECTOR



adjusted to the operator's height simply by twisting the wooden holder, and raising or lowering it

to permit a large screwhead to enter the desired diagonal slot.

(Continued on page 40)

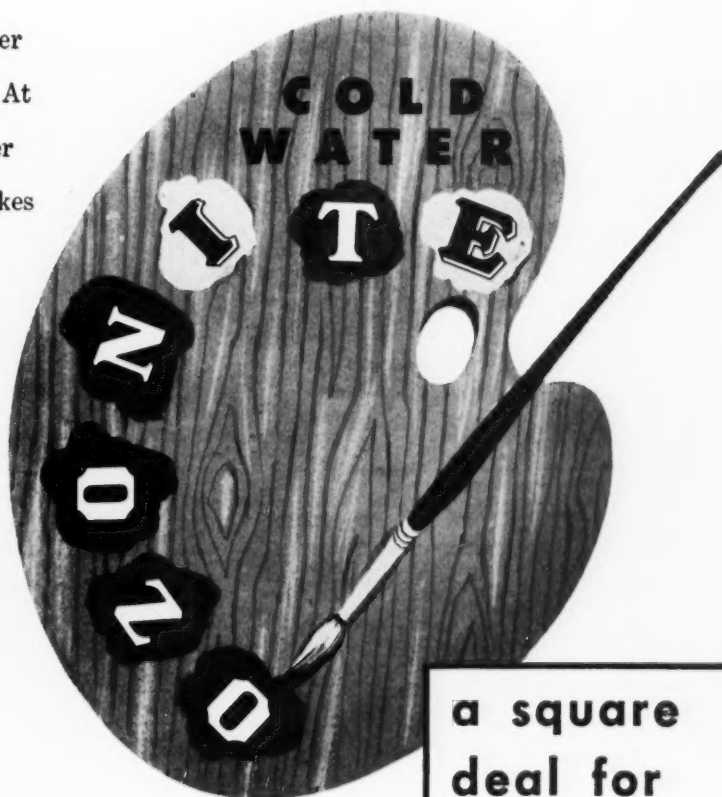
IT WILL PAY YOU, TOO, TO BE "Fussy" ABOUT COLORS!

A woman buys colored clothes *for their colors*. Small wonder that she is "fussy" about how they are handled in the washing process. Small wonder that she expects them to come back to her bright and clean and unfaded.

And that's just the way you *will* return them to her if you give them the protection of Cold Water Ozonite.

There's no safer soap than Cold Water Ozonite . . . nor a more efficient one. At temperatures lower than you are ever likely to use, Cold Water Ozonite makes a rich, thorough cleansing suds. It gets colored clothes *clean* . . . it keeps colors bright and unfaded.

Cold Water Ozonite—co-partner to regular Ozonite for white clothes—is an investment in customer satisfaction that pays real dividends. Try it for a month and you'll agree.

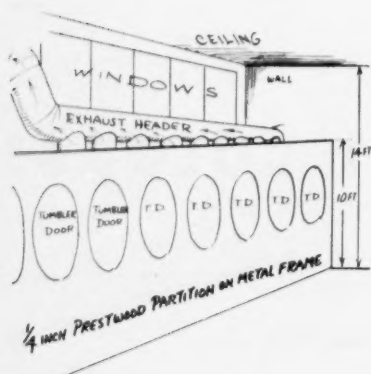


a square
deal for
colored
clothes . . .

Procter & Gamble

CINCINNATI, OHIO

(Continued from page 38)



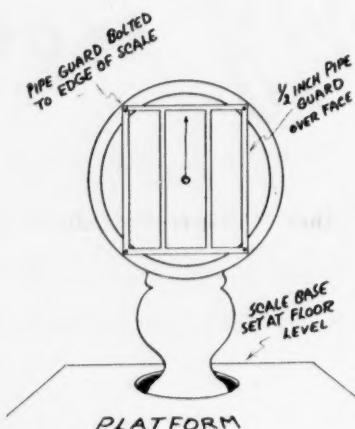
Heat Exhaust

Davis Laundry has an enviable setup for their tumblers, since they are lined up from wall to wall at one end of the plant under a row of windows. Each tumbler exhausts into a main exhaust header and goes out the back wall. To keep heat out of the room during the summer months, a ten-foot high partition of pressed wood extends from wall to wall in this 14-foot high room. All you can see of the tumblers are the doors, and they are insulated, too. The heat of the tumblers is thus confined to this little section at the end of the room where the heat can go out the windows, and still provide heated air for drying.

Scale Guard Prevents Breakage

A quick stop-off at the Crown Laundry & Dry Cleaning Co. in In-

dianapolis, Indiana, with Elbert Glass as a very efficient guide, provided me with more gimmicks. I noticed a set of scales in the dry-cleaning department that had been

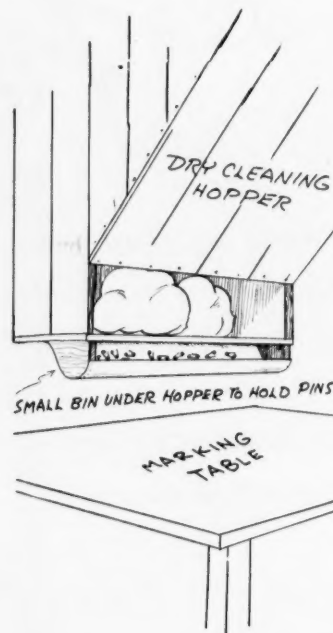


set into the floor so the hampers of work could be weighed without all that lifting which is generally the rule. Nice idea, I figured, so I looked a little closer and noticed another thing. The glass face of the scale had been fitted with a very sturdy guard made of half-inch pipe. This all-welded pipe guard was bolted to the metal housing of the scale at each corner. No more broken glass to be concerned about. Darned good idea, eh what?

Safety Pin Bin

Crown's drycleaning superintendent, Harold Longyear, came up

with a good suggestion while we were in the mark-up department. Harold was trying to solve the problem of how to eliminate the markers knocking over their boxes



of small safety pins which are always near at hand on the marking tables. The solution, according to Harold, is to build a small bin along the underside of the hopper at each marker's station, keeping the safety pins within easy reach and off the marking table at the same time. Sounds real good . . . wonder if anyone's ever done it.

Let me know if you have. ☐ ☐

LAUNDRY BUSINESS TRENDS

New York

Feb. 14—1.6% more than last year
Feb. 21—2.3% more than last year
Feb. 28—1.5% less than last year
Mar. 7—1.9% more than last year

M. R. Weiser & Co., New York

New Jersey

Feb. 14—2.3% more than last year
Feb. 21—4.2% more than last year
Feb. 28—0.2% less than last year
Mar. 7—3.8% more than last year

M. R. Weiser & Co., New York

New England

Feb. 14—2.5% more than last year
Feb. 21—5.1% more than last year
Feb. 28—1.4% more than last year
Mar. 7—1.3% more than last year

Carruthers & Co., Boston

Southeast

Feb.—3.0% less than last year

J. R. Wilson & Co., Atlanta

CHECK ✓ and

DOUBLE CHECK ✓✓

What are you looking for in a dryer? If the answer is safe, dependable and economical operation—then check and *double check* HUEBSCH. Find out why America's leading dry cleaners and laundries have purchased more than 80,000 Huebsch Tumblers. Your Huebsch representative will gladly give you details—or you can write directly to us!



HUEBSCH OPEN-END TUMBLERS

*Dependable ✓✓
Fast drying ✓✓
Easy to operate ✓✓
Low first cost ✓✓
Low maintenance ✓✓
80,000 in use ✓✓*

Steam Heated Tumbler shown is available in either laundry or dry-cleaning models. Also available with gas-heating unit for laundry use only.

FOUR SIZES: 36" x 18", 36" x 24", 36" x 30", 42" x 42"

HUEBSCH
Originators

INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper
Automatic Valves • Feather Renovator • Double Sleeper • Collar Shaper
and Ironer • Garment Bagger • Cabinet and Garment Dryers
Washometer • Spring-Type Filter

MANUFACTURING COMPANY, 3775 N. Dolan St., Milwaukee 1, Wis.

Division of THE AMERICAN LAUNDRY MACHINERY CO.

O. M. I. Laundry School To Re-Open

LAUNDRYOWNERS WILL BE INTERESTED to learn that the Ohio Mechanics Institute, Cincinnati, Ohio, will reactivate its educational activities for the laundry industry next September after a two-year lapse. As in the past, the new course will be co-operative in nature, with students combining their classwork with practical experience in laundry plants.

Known as the Laundry Engineering Technology Program, it will prepare students for positions as foremen, superintendents, managers and many other technical positions in the industry. It will be a two-year course with the first year consisting of 21 weeks of classwork in basic engineering studies, 26 weeks in a laundry plant and five weeks vacation. The second year consists of 21 weeks of classwork in applied engineering and laundry courses, 22 weeks of work in the laundry plant and one week of vacation. Students who complete the two years of study and co-operative employment satisfactorily will receive the Associate of Science Degree.

In describing the new program, Dr. Harold P. Rodes, president of O.M.I., explained that, inasmuch as all the courses of the old program are not included in the new set-up, it cannot be described as ideal. However, it is a program which can be reactivated with a minimum enrollment and shall be expanded into other phases of laundry management studies as increased enrollment permits. He also emphasized that the course does not compete with the training activities of the American Institute of Laundering. O.M.I. wants boys who come directly out of high school. Transfer credit arrangements have been arranged with Penn State College, Purdue University, University of Kentucky and the University of Cincinnati for students who wish to go on from O.M.I. to receive full college degrees. It is possible that transfer credit arrangements may also be made with other universities and colleges.

Students who enter next fall will commence by studying for four weeks at the school, then "co-oping" for four weeks in a laundry. The course will continue alternating each four weeks between the school and the chosen plant. Tuition is \$350 per year. The cost of books and supplies will bring this cost to approximately \$425.



Students in the laundry engineering technology program at work in the washroom at Ohio Mechanics Institute

Co-operative jobs earn the students from \$1,000 to \$1,500 per year. Room and board is not included in the above costs.

It was explained that a student could "co-op" in a plant in his own home town or in Cincinnati. It is also possible that he could attend classes every two months instead of every four weeks in those cases where such a schedule might be more desirable.

Donald E. Tuttle, Procter & Gamble Co., is chairman of the division of laundry engineering technology. He also will serve as a special lecturer. In addition to members of the faculty, lecturers will include Harry Hoerr, Model Laundry, Cincinnati, and Theodore C. Stephens, Procter & Gamble Co. The advisory committee for the course includes L. K. Baehr, president, Excelsior Laundry Co.; M. T. Burton; Henry A. Marks, president, Model Laundry Co.; W. Bakewell Shaffer, secretary, Laundry Owners Association of Cincinnati; C. W. Troxall; W. P. Beattie, American Laundry Machinery Co., and Mr. Tuttle.

Interested laundryowners and prospective students are urged to write to Director of Admissions, Ohio Mechanics Institute, Central Parkway & Walnut Street, Cincinnati 10, for further information.

Compensation Insurance

Compensation insurance is a subject in which every laundryman has a vital interest and therefore the California Laundryowners Association is working on projects to lower the cost of such insurance.

An analysis of the first 887 accidents reported under its Group Workmen's Compensation Insurance plan, compiled by the Pacific Employers Insurance Company, indicates that frequency of accidents is much more important in the total picture than the extent of accidents. A break-down of accidents on which compensation was paid shows that the single most important type of accident is strain, especially of back, chest, and abdomen. This sort of accident is easily preventable simply by educating employees in the proper methods of lifting and handling heavy articles, and is one item where costs can be eliminated with proper education and supervision.

Most back injuries occur because the load is lifted with the lower back muscles, rather than with the leg, arm and shoulder muscles which are made for lifting.

The correct method of lifting an object from the floor is with legs bent into a squatting position, back straight and load held close to the body. To lift, straighten the knees and pull the load up directly over the feet. A woman wearing slacks should lift the same as a man does; in a skirt she may put one knee on the floor and pull the load close before rising. Strains account for 22.8% of all our accidents.

While the majority of these strain accidents arise from lifting, some come about through stretching. One laundry had bins for soiled bundles that forced markers to climb eight feet to get the top bundles!

All of these accidents are management problems and management responsibility.

Other important classifications of accidents are: cut or mashed fingers, hand, or arm—22.5%; splinters, etc.—11.6%; burns—14.3%, and slip and fall—8.1%. Many of these are due to poor supervision. (Reproduced through courtesy of the California Laundryowners Association.)



Specialists in Laundry Cleaning Products



ARLAC, a Wyandotte soap builder, being used at Fred Harvey Laundry, Grand Canyon, Arizona

Select the Wyandotte soap builder that meets your needs EXACTLY!

For the best results don't be "almost right" with your soap builder. Be absolutely right—use the builder best suited to your needs. It'll mean a better operation—cleaner, nicer-looking work, savings in time, more profits for you!

Wyandotte offers 5 great builders, each designed for specific conditions:

ARLAC—promoted with Carbose* (Sodium CMC) for high detergency, maximum soil suspension and high whiteness retention. ARLAC* dissolves instantly, extends soap up to 30%.

CHOCTAW—an alkaline builder, combining the properties of penetrating and wetting-out agents along with those of water-conditioning phosphates. Choc-

TAW* is specially made for heavily soiled cotton

and linen, white or light colored.

O-S—a silicated builder, O-S* gives high detergency at low cost. O-S is dustless, safe on all cotton fabrics. It dissolves rapidly, rinses freely and completely.


APACHE—a heavy-duty alkaline compound for use on heavily soiled work. APACHE* is promoted with Carbose (Sodium CMC), strengthened with solvents and penetrating oils for maximum grease and stain removal. Yet APACHE is safe, easily adapted to all formulas.

YELLOW HOOP—provides real economy for washing all classifications. YELLOW HOOP* is a uniform, soap-saving, free-rinsing compound that

greatly increases soil removal. It's safe on all colors.

Call in your helpful Wyandotte jobber. He is a leader in his field. He and the Wyandotte representative will work with you not only to get the right soap builder but also to improve your overall washroom efficiency with other superior Wyandotte products.

* REG. U.S. PAT. OFF

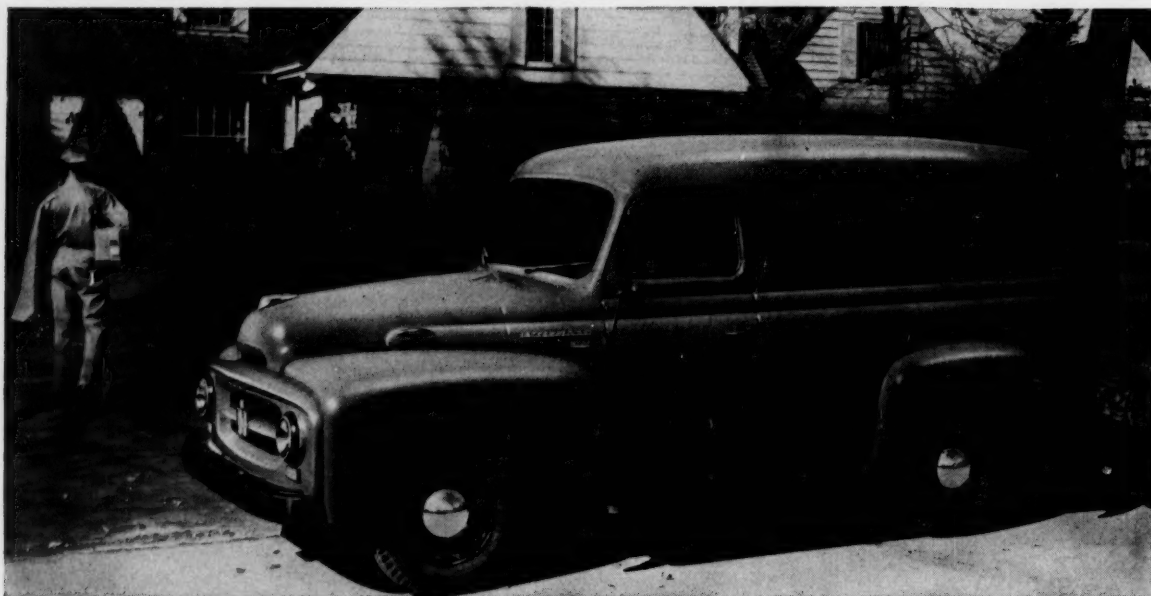
 **Wyandotte**
CHEMICALS

Helpful Service representatives in 138 cities
in the United States and Canada

CLEANING
THE
WORLD

Largest manufacturer of specialized cleaning products for business and industry

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



New International R-110 Series with panel body. GVW ratings from 4,200 to 5,400 lbs. 115 and 127-inch wheelbases. Choice of 10 attractive colors.

NEW INTERNATIONAL TRUCKS

BUILT as only IH can build them

The 168 basic New International models embody the engineering principles, used in International's continuing program of truck research and development, that have resulted in hundreds of exclusive International features that have meant greater profits for truck buyers.

PROVED as only IH can prove them

The 307 features in the New International Truck line have been *proved* in the world's most advanced Truck Engineering Laboratory; *proved again* at International Harvester's 4000-acre desert Proving Ground at Phoenix, Arizona.

VALUE only IH can give you

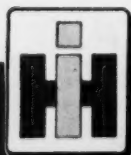
The New International Trucks offer an unmatched combination of values—the right truck for the job,

unequalled performance, lowest maintenance and operating costs, maximum driver comfort.

Now—the features you want— in America's most complete truck line

New International styling identified by the IH emblem . . . **Exactly the right power** for every job. First truck builder to offer choice of gasoline or LP gas with Underwriters' Laboratories listing in 1½-ton sizes and other models . . . **Designed by drivers for drivers.** Comfo-Vision cab with one-piece Sweepstake windshield. New comfort and interior styling . . . **Steel-flex frames** proved best in the field . . . **Transmissions** to meet any operating requirement . . . **296 Wheelbases** ranging from 102 inches up . . . **Easy starting and greater fuel economy** . . . **Wide range** of axle ratios for all models . . . **Real steering comfort and control** . . . Sizes from ½-ton to 90,000 lbs. GVW rating. Now—See The New IH-Built, IH-Proved International Trucks at your nearest International Dealer or Branch.

INTERNATIONAL HARVESTER COMPANY • CHICAGO



International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

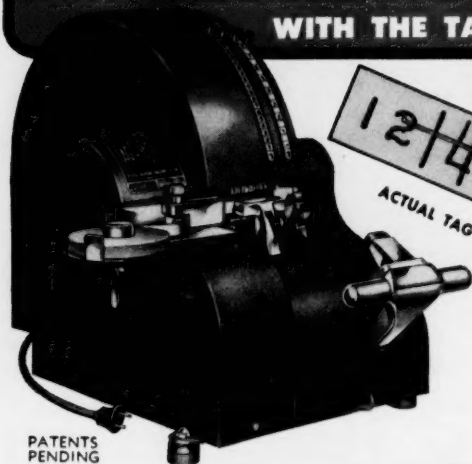
Better roads mean a better America

INTERNATIONAL TRUCKS

Standard of the Highway

CUT HANDLING and ASSORTING TIME

WITH THE TAG-O-LECTRIC LOT SYSTEM



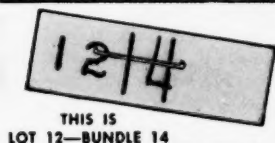
PATENTS
PENDING

STOP LOOKING for OLD MARKS!

USE THIS TEMPORARY MARK from mark-in to wrapping

USE PERMANENTLY-MARKED ASSORTING BINS save time . . . avoid confusion . . . stop looking for old marks. . . stop hanging tickets.

The New TAG-O-LECTRIC Makes, Marks and Staples Lot System Tags in Split Second Operations



TAG-O-LECTRIC
TEMPORARY MARK

Large Easy-to-Read Number is Customer Bundle Number, Small Number is Lot Number



SMALL LOTS or SUB LOTS

Genuine TAG-O-LECTRIC FIBEROLL comes in 10 colors for color Rotation (Color Coding of Lots). Lot number Further Identifies Lot.



ASSORTING SHIRTS AS THEY COME OFF FOLDING MACHINE



REMOVING LOT-SYSTEM TAG AT WRAPPING

◀ FURTHER SAVING IN HANDLING TIME

is possible in many plants by assorting at finishing stations directly into permanently-numbered movable bins.



Go-Back Pieces are readily recognized as each piece has lot color, lot number and customer bundle number.

◀ NO MARKS on CUSTOMERS' PIECES . . . NO MARKS TO LOOK FOR ON REPEAT BUSINESS. Tags are removed at wrapping after checking bundle against invoice.

see your jobber
or wire
or write
for
Complete Information



Laundry News Notes



TOLEDO, O.—Ideal Laundry & Dry Cleaning Co., 1930 Canton St., has been merged with the Toledo Laundry & Dry Cleaning Co., 2129 Ashland Ave., Howard A. Quinn, manager of the latter firm, announced. All operations of Ideal have moved into the Toledo Laundry plant. Ideal will be operated as a separate company within the Toledo Laundry organization, and Leslie E. and Preston A. Thal, owners of Ideal, are continuing with the new setup temporarily. Machinery, equipment and real estate of Ideal were not involved in the merger, and plans for them are not definite.

Leslie E. Thal has recently been elected as 1953 president of the Toledo Small Business Association.

TOLEDO, O.—A recent robbery at the American Laundry & Dry Cleaning, 1502 Lagrange St., netted thieves more than \$500.

LIMA, O.—The South Side Laundromat, 819 S. Main St., was opened recently by P. A. Shook. The establishment offers laundry and drycleaning service.

TROY, O.—A self-service laundry is being opened at 216 South Frank St. by Mr. and Mrs. W. C. Strine. Called the Laundromat Half-Hour Laundry, large capacity water-heating and water softening equipment has been installed.

CIRCLEVILLE, O.—Wilson's Laundromat Half-Hour Laundry at 160 E. Franklin St., has been opened by Mr. and Mrs. Richard E. Wilson, and is equipped with 18 washers and three dryers.

ASHTABULA, O.—The spring opening of the newly-remodeled Launder-X, 2702 Lake Ave., marked the fifth expansion program since the start of business in 1947, according to Simon Pressman, owner and operator. A 30 x 40-foot building for shirt operation and finished laundry has been added, as well as a remodeled interior and enlarged car facilities.

EAST CHICAGO, IND.—Theodore J. Ver Haar, owner of the Calumet Launderers & Dry Cleaners at 1701-09 Broadway, which was destroyed in a recent quarter million dollar fire, has announced that he is making plans for the rebuilding of a larger and better plant.

BLOOMINGTON, IND.—Lee Leonard of Home Launderers and Drycleaners has established a "Tie Exchange Bar" where neckties can be swapped for others more to the customer's taste.

INDIANAPOLIS, IND.—Burglars breaking into the 4-Hour Laundry, 240 N. Illinois St., absconded with \$200.

SHERIDAN, IND.—Foster Hilligoss has purchased the Nay Brothers Laundry from Mrs. Oleta Nay.

WEST BEND, WIS.—Jerry Bechler and Kenneth Klein have purchased the Home Laundry and Dry Cleaning Co., 705 N. Main St., from Dr. F. E. Nolting. The new owners announced they will conduct a contest to find another name for the business.

KENOSHA, WIS.—A fire sweeping through Fink's Laundry and Dry Cleaning Co., 2224 63rd St., caused an estimated damage of \$13,000. Lee Fink, owner of the firm, reported that the loss was covered by insurance.

LA CROSSE, WIS.—A recent fire at the Modern Laundry and Dry Cleaning Co., 212 5th Ave. S., destroyed \$1,000 worth of equipment and clothing, according to Walter Becker, sales manager.

ROYAL OAK, MICH.—A recent robbery at the Advance Laundry, 22012 John Rd., resulted in a loss of \$200.

BATTLE CREEK, MICH.—The Southern Michigan Association of Institutional Laundry Managers, meeting at Community Hospital on March 11, presented the first of a series of laundry lessons by John Le Zotte, manager of the Kalamazoo State Hospital.

WEST PLAINS, MO.—Mr. and Mrs. Gus Folters have opened the Folters' Friendly Washette at 514 Missouri Ave.

URBANA, ILL.—The "Quickie Washie," a self-service laundry owned by J. L. Hocking, has opened at 1115 W. Illinois St., with 20 washing machines, five dryers and three extractors.

CHICAGO, ILL.—After 46 years in the same business, Frank Hahn has sold the Hahn Brothers Laundry, 3527 North Ave., to Samuel Greenberg & Sons.

CHICAGO, ILL.—Mr. and Mrs. Wayne Settles have opened the Irving Washerette at 5701 Irving Park.



BOSWELL, Okla.—Mrs. Will Greenlee has announced the opening of the Greenlee Laundry.

SWEETWATER, OKLA.—The Brandt Laundry has been reopened by Mr. and Mrs. L. L. Brandt after being remodeled. The first day's proceeds were donated to the polio drive.

MAYSVILLE, OKLA.—Mr. and Mrs. Leonard Boone have purchased the Patton Laundry on Main St.

OKMULGEE, OKLA.—Cowden's Steam Laundry, which was started in 1906, has recently been sold by E. W. Cowden.

GARDEN CITY, KANS.—The Garden City Laundry and Cleaners, Inc., has completed incorporation procedure. H. D. Davies is resident agent for the firm which has an authorized capitalization of \$25,000.

BAXTER SPRINGS, KANS.—The O. K. Laundry and Dry Cleaners has opened at 1312 Military Ave. Mabel Beard is the manager of the new plant.

OLATHE, KANS.—Maryann's Laundry and Cleaners has been opened at 116 S. Kansas Ave. by Steve and Maryann Madden.

TRINIDAD, COLO.—Ray Mosher has opened the Serve-Yourself Laundry at 605 West Main St.

LAS VEGAS, NEV.—Articles of incorporation have been filed in behalf of the Troy Laundry and Dry Cleaning Co. for capitalization of \$200,000.

WILLS POINT, TEXAS—The Wills Point Laundry on North Fourth St. has been purchased by Mrs. D. L. Fuller and Mrs. D. L. Fuller, Jr., from Mr. and Mrs. Sam Weddington.

FT. WORTH, TEXAS—Static electricity was blamed as the cause of a recent fire at the Monarch Laundry & Dry Cleaners, 2832 W. Lancaster.

(Continued on page 48)

A NEW COLGATE PRODUCT!

ARCTIC SYNTEX HD— a safe detergent for all difficult specialty jobs

**ORDER TODAY
IN 100-LB.
FIBRE DRUMS
OR 50-LB.
PAPER BAGS**

COLGATE-PALMOLIVE-PEET COMPANY

Jersey City 2, N. J. • Atlanta 5, Ga. • Chicago 11, Ill.
Kansas City 5, Kans. • Berkeley 10, Calif.

Arctic Syntex HD is a heavy-duty detergent particularly effective for washing woolens, synthetic fibres, all kinds of colored goods, diapers and for hard-water washing of white work. It's easy and safe to use . . . makes abundant suds. Gets work really clean and bright.

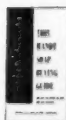
Contains Colgate Laundry Brightener to make whites look whiter, cotton colors brighter.

Other C.P.P. Products for the Laundry Industry:

WHITE EAGLE—A new soap especially made for Quick-Service Laundries. Controls soap scum and suds . . . gives you whiter washes.

COLGATE LAUNDRY BRIGHTENER

A detergent aid . . . guaranteed to make white work look whiter . . . colors brighter.



FREE! The 1953 Handy Soap Buying Guide is completely new and revised. Tells you the right soap for every purpose. Get a copy from your C. P. P. representative, or write to our Industrial Department.

(Continued from page 46)

ELECTRA, TEXAS—The Electra Steam Laundry, which has been in operation for the past 30 years, has been shut down by owner Philip Broadwell because of excessive costs.

WYLIE, TEXAS—Bill Baker has assumed the management of the Wylie Automatic Laundry.

SEAGOVILLE, TEXAS—Mr. and Mrs. Ona Tucker have purchased the Seagoville Laundry.

BENAVIDES, TEXAS—Mr. and Mrs. Simeon Carrillo have purchased the Snow White Laundry and have installed new equipment, enabling them to offer dry-cleaning service.

PERRYTON, TEXAS—Calvin and Wayne Philley have purchased the Johnson Steam Laundry, 415 South Main, from Leo Johnson, and will move their Master Cleaners equipment into the laundry building, thus offering a complete laundry and drycleaning outlet.

GARLAND, TEXAS—The Garland Laundry & Cleaning Company has inaugurated curb service and a customer service department which will take care of special requests for handling.

PASADENA, CAL.—The Laundromat at 16 N. Santa Anita Ave., recently purchased by Carl W. Moore, is being managed by "Reg" Currington.

GARBERVILLE, CAL.—Bill and Lola Starr have opened a home laundry service. Cooperating with them, as agents, is the Garberville Cleaners and Dyers.

SAN FRANCISCO, CAL.—The Junior Cleaners, a new self-service laundry, has been opened at 1100 Irving St.

LAKEPORT, CAL.—The Lakeport Electric Laundry has been purchased by Rudolph Zak. The former owner was John De Waal.

SANTA MONICA, CAL.—A \$40,000 expansion and modernization program in the laundry of St. John's Hospital has been completed. New equipment includes an overhead monorail system and electric hoist, a semi-automatic washing machine, an extractor and tumblers.

SANTA BARBARA, CAL.—Final plans for a laundry building at 3009 State St., planned by the American Cleaners and Laundry, have been approved by the local architectural board of review.

SAN FRANCISCO, CAL.—A certificate of copartnership has been filed by Victoria Lutoff and Iraida Solohin for operation of the Lakeshore Launderette, 71-73 Lakeshore Plaza.

ARLINGTON, CAL.—Mr. and Mrs. C. F. Martini have opened the M & M Laundromat at 9637 Magnolia.

LANCASTER, CAL.—The Thrift-D-Lux Cleaners and Launderers has been opened by Stanley M. Roy at 538 Milling St. He owns another shop at 1550 Victory Blvd., Glendale.

INDIO, CAL.—Mr. and Mrs. Harry Bell have purchased the Laundromat on Smurr Ave. from Mr. and Mrs. Alvin Rose.

WHITTIER, CAL.—A fire which destroyed the Whittier Laundry, a laundry and drycleaning plant at 202 S. Greenleaf Ave., caused damage estimated at \$500,000.

SAN DIEGO, CAL.—A fire which razed the Quality Laundry at 1246 18th St., caused damage reported at \$150,000.



SOUTHBRIDGE, MASS.—Like-Nu Cleaners, 41 Central St., owned by Louis Ciprari and William McCann, Jr., has opened a new shirt and laundry department.

PUTNAM, CONN.—Mailhot's newly enlarged and renovated quarters on Center St. have been opened, according to Roland Mailhot, manager. The building was formerly occupied by the Modern Laundry.

CARLISLE, PA.—The Troy Laundry and Dry Cleaning Company recently installed new drycleaning equipment, according to C. B. Strayer, president of the firm.

ELKINS, W. VA.—Earl Cooper has purchased the Laundromat on Scott St. that was formerly operated by Mrs. Kenneth Chiavetta.

NARROWS, W. VA.—A fire of unknown origin recently gutted the Inter-mont, Inc., laundry and drycleaning plant causing damage estimated at \$125,000.

WICKFORD, R. I.—The Wickford Laundry, owned by George Madison, has moved from Talbot's Corners to a new location on the Post Road. Several thousand dollars worth of new equipment has been installed.

SOUTH BURLINGTON, VT.—Empire Launderers and Dry Cleaners opened a cash-and-carry store at 1292 Williston Rd., owners Louis and Delia Rosenthal report.

PHILADELPHIA, PA.—The Pennsylvania Laundry has received a permit for the construction of a \$200,000 one-story masonry building on 31st St. and Powellton Ave.

PITTSBURGH, PA.—Sweet Clean Laundry & Dry Cleaners, Inc., has applied for a certificate of incorporation.

MANSFIELD, PA.—Mr. and Mrs. Lawrence Clark have purchased the E-Z Way Laundry from Mr. and Mrs. Robert Bates and have moved the business from E. Elmira St. to So. Main St.

NEWARK, N. J.—At a recent monthly meeting of the North Jersey Institutional Laundry Managers' Association, guest speaker J. Lux spoke on water hardness and its relation to the laundry operation.

DOVER, N. J.—A recent robbery at Cook's Laundry on Route 46 resulted in a loss of \$2,000.

UNION, N. J.—A new Morey LaRue Drive-in Laundry has been opened in the Five Points Shopping Center at Chestnut St. and Galloping Hill Rd. Various prizes, including a bicycle, were given away at the opening.

PATERSON, N. J.—Thieves who broke into the Paterson Economy Laundry, 57-63 2nd Ave., made away with \$224.

NEW YORK, N. Y.—A panel discussion on press production highlighted the March 18 meeting of the Metropolitan Institutional Laundry Managers Association at the Henry Hudson Hotel.



COLUMBIA, S. C.—The Dixie Laundry and Dry Cleaning Co. has been purchased by Addison E. McCoy, president, and R. P. Newton, Jr., vice-president. The company's main plant is located at 1101 Assembly St., and has eight branch offices. Mr. McCoy also operates a laundry and drycleaning business in Orangeburg.

LAKE CITY, S. C.—The Kil-Kare Laundry has opened a fully-equipped drycleaning department.

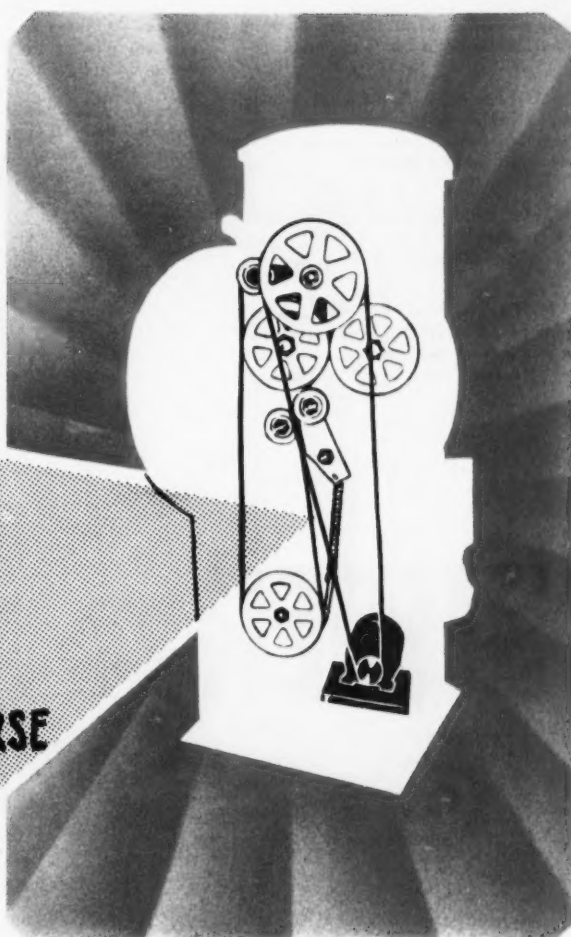
PLANT CITY, FLA.—J. P. Leitner, Sr., and his son, J. P. Leitner, Jr., owners of the Plant City Laundry and Dry Cleaners have purchased the business and equipment of the Star Laundry and Dry Cleaners on E. Reynolds St. The two firms will be consolidated and known

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WORLD FAMOUS
HAMMOND
MECHANICAL REVERSE
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NO QUICK-WEARING WORM GEARS

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- **AUTOMATIC LUBRICATION**

NO OTHER WASHER
AUTOMATIC CONTROLS
CAN COMPARE WITH **HAMMOND**

The precision automatic controls used on Hammond washers are designed and used exclusively by Hammond. Constructed with the operator in mind (not the local electrician). Does away with complicated, troublesome and costly wiping contacts and electrical relays . . . yet does everything the operator desires . . . and does it consistently . . . smoothly and without trouble.



as the Plant City Laundry and Dry Cleaners with operations to be conducted at the Reynolds St. location.

FLAGLER BEACH, FLA.—R. L. McNab, recently elected mayor of Flagler Beach, has been issued a license to operate a self-service laundry.

MIAMI BEACH, FLA.—A recent robbery at the Drive Inn Laundry, 1201 20th St., netted burglars \$125.

ABINGDON, VA.—A public auction was held on April 1 of all equipment and property of the Cavalier Laundry & Dry Cleaning Corp., 371 East Main St.

RICHMOND, VA.—Joseph D. Hartman of the Simmons Laundry and Cleaners was elected president of the Richmond Laundry Club. Other officers are: H. R. Hutchison, T. & E. Laundry and Cleaners, vice-president, and James Brown, Pearl Laundry and Cleaners, secretary-treasurer.

MEMPHIS, TENN.—The East Memphis Laundry-Cleaners, 3183 Poplar, has been issued a new privilege license for a cleaning, pressing and dyeing branch.

MEMPHIS, TENN.—The Success Laundry-Dry Cleaners has installed some new equipment.

TALLADEGA, ALA.—Quality Laundry & Dry Cleaners, 228 N. Court St., has recently installed a modern dry-cleaning plant.

LAFAYETTE, ALA.—Pete Ramage, owner of Sunshine Cleaners, has recently opened a laundry department.

ALEXANDER CITY, ALA.—The Rusco Laundry, managed by A. G. Walls, has moved from its former location near the No. 1 mill of the Russell Manufacturing Co. to a newly-completed building at Bibb and Alabama Sts. It will hereafter be called the Alexander City Laundry.

MOULTRIE, GA.—The Moultrie Laundry and Dry Cleaning Co. has recently expanded its drycleaning department.

THOMASVILLE, GA.—The So-White Laundry has recently installed a fully equipped drycleaning plant.

GRIFFIN, GA.—The Griffin Laundry has added new equipment and an adjacent building has been purchased for plant expansion.



RAPID CITY, S. D.—Gerald VanDuzee and Gerald Hegg, who purchased the Straw Laundry, 23½ Omaha, from Robert Leyson, have renamed the business Elite Laundry and Cleaners.

BURLEY, IDAHO—Bruce Johnson has installed some new equipment at Johnson's Burley Laundry.

HILLSBORO, ORE.—Walter S. Fraser and Neal E. Davisson, owners of the Home Laundry & Dry Cleaners, 247 E. Washington, have installed new equipment.

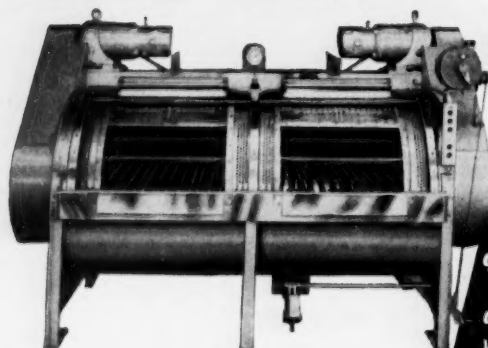
ROSEBURG, ORE.—Dick Horn recently opened the Laundromat at Court and Main Sts.

NEWPORT, ORE.—Ralph C. Waggy, manager of the West Coast Laundry and Dry Cleaners, announces the installation of some new equipment.

COQUILLE, ORE.—Jack Trusty and Vern Schoen have opened the Self Service Coquille Laundromat at 730 N. Henry.

SANDY, ORE.—Mike Paluck, owner of the Mt. Hood Cleaners & Laundry, has moved the business from its former location on Main St. to the Loop highway next to the Community Church. □□

SUPER open type metal washer



QWIK-OUT
removable
horizontal
unloading
partitions

gives you
quicker, easier
unloading—
and superior
washability
too!

Impossible to "eat your cake and have it too"? Look *again* at this Super with QWIK-OUT Partitions!

For thorough soil removal, it has open pockets. Work drops the maximum distance during washing. Add Super's efficient cylinder with full-length ribs, 626 embossed perforations per square foot, and properly timed reversing controller—and you're *sure of super-clean work!*

Then—when washer stops, add

QWIK-OUT Removable Horizontal Unloading Partitions. Turn cylinder a half turn. And *slide* work off partitions directly into extractor basket!

No stretching to reach bottom of cylinder—no lifting of work! QWIK-OUT Models save time—prevent strain. Eliminates backaches—satisfies personnel.

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Our customers tell us that Swift's Soaps save time and money in laundry operations. There are many good reasons why you, too, will find the right soap in Swift's complete line.

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C. R. I. Meets In Calgary

THE CANADIAN RESEARCH Institute of Launderers and Cleaners will launch a drive to boost its present membership of 500 up to 1,000, it was decided at the 20th annual convention of the organization, held March 5-7 at the Pallister Hotel in Calgary, Alberta, Canada.

Approximately 275 delegates attended the sessions and agreed that with the hoped-for increase in membership, the Institute would be in a position to finance and operate its own full-scale research laboratories.

The opening session was keynoted by A. B. Christopher of Nelson's Laundries, Vancouver, a past president of the American Institute of Laundering and a director of the CRI. His subject, "Psychology for Modern Management," covered present-day efficient operation of plants.

The next day's session commenced with a film on "Dry Cleaning Production" presented by Jean P. Ulbright, St. Louis industrial consultant.

"Why 'Unserviceable' Fabrics" was the subject of an address by Albert E. Johnson, NID's trade relations director.

He described growing cooperation with textile and garment groups and current studies for setting up textile testing standards.

The next speaker, R. F. McDonald, vice-president of the Eaton Chemical and Dyestuff Co., whose subject was "Selling Dry Cleaning Side Lines," pointed out the profitable sales opportunities in such side lines as rug cleaning, leather cleaning, lamp shade cleaning and fur cleaning. During a ladies' luncheon, both Albert E. Johnson of the NID and Paul Jacobson of Wallerstein & Co. discussed unserviceable textiles.

The evening session featured Colin H. Bayley who discussed the prevalence of damage in textiles, and Jim Chisolm, assistant sales manager of the Sanitone division of Emery Industries, who urged delegates to "Give Your Break Even Chart a Break."

The final day's session began with another film and commentary presented by Jean Ulbright, this time on modern "Laundry Plant Production." Paul Jacobson again appeared on the program to discuss "Problem Fabrics" illustrated



New CRI president Dr. Carl Von Harten (left) congratulated by retiring president Marvin S. Aarons

with colored slides. Winding up the session was Ernie Heidersbach, sales manager of R. R. Street & Co., with up-to-date data on the modern trend of the two-bath system.

This was the first annual meeting of the CRI at which laundry and drycleaning machinery manufacturers displayed their equipment. The exhibit, set up at the Calgary

Exhibition and Stampede Grounds, drew much interest.

Dr. Carl Von Harten of Vancouver, B. C., was elected president, succeeding Marvin S. Aarons. Other officers chosen included George A. Proulx, Ville St. Laurent, Quebec, as vice-president; Reid A. Murray, Hamilton, Ont., as second vice-president, and Ernest W. Finlayson, secretary-treasurer.

Texas Attendance Over 300

A NEAR-RECORD-BREAKING attendance of 310 representatives of laundries, drycleaning plants and allied trades firms turned out for the joint convention of the Texas Laundry & Dry Cleaning Association and the Oklahoma Laundry Owners Association in Dallas, Texas, on March 19th and 20th.

Actually, the meeting got under way on the 18th with registration in the afternoon and a series of plant visitations in Dallas for interested visitors.

The opening session on

Thursday morning began with a showing of the film "The Things People Want." This was followed by G. Herbert Koch, general manager of The Allen Laundry, Allentown, Pa., who, choosing the title "The Non-Magical Formula," described in detail the sales administration and training programs of his company.

Mr. Koch was followed by G. W. Boyd of Emery Industries, Cincinnati, O., who enumerated nine steps in the "Prelude To A Sale." Making his

second appearance before this group in as many years, Mr. Boyd stressed the importance of management planning and the development of proper management attitudes.

At luncheon that day Bryan Blaylock of The Borden Company of Texas employed the title "Dirty Clothes, Butter-milk, 'Taters and Taxes" to point up a well-prepared, worthwhile message on the value of sound public relations. The afternoon session consisted of a panel discussion on salesmanship under the chairman-

ship of A. B. Spain, Jr., Curran Laundry, Ft. Worth. Participants were Nick Clinch, president of Manor Baking Company, and Lindsley Waters, Jr., president of Tennessee Dairies, both of Dallas. Both men represented firms with large, successful route selling operations.

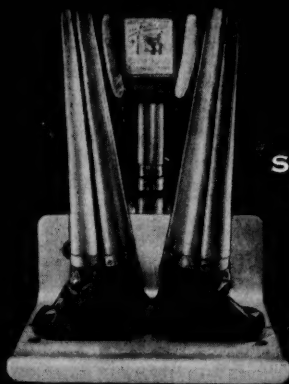
The first in a new series of employee training films produced by the National Institute of Drycleaning opened the second day's activities. It was shown by Victor Towner, NID's technical field representative. John P. Gray of Adeco, Inc.,



Some of the officers and directors of Texas Laundry and Dry Cleaning Association at Dallas convention

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Labor - \$1,500.00
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Put these 2 machines to work for you and they will more than pay for themselves the first year. In addition to the actual cash savings and low initial investment, you can eliminate a lot of production

headaches as new operators get good production the first day. You'll like the Forse Machines because of the faster, easier operation; and sport shirts can be handled just as efficiently as dress shirts.

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Sedalia, Mo., than spoke on "Getting Production Without Ulcers." His presentation emphasized production planning by management and the use of many little things to make work easier, thereby reducing production troubles and increasing employee satisfaction. He was followed by A. H. Rosenthal, district manager of the Hoover Company, Ft. Worth, who emphasized the responsibilities of sales management and outlined methods of meeting this responsibility in "We Must Educate To Sell."

Jeff H. Williams, Chickasha, Oklahoma, attorney and humorist, inspired the group at luncheon with his philosophical remarks. After lunch four simultaneous conferences were

held in different corners of the large meeting room. Each attendee was free to participate in the conference of his choice. Don E. Tuttle, Procter & Gamble Co., Cincinnati, discussed "New Developments in Short Washing Formulas." Frank Patton of San Antonio Laundry, assisted by A. C. Skinner, Jr., Oriental Laundry, Corpus Christi, led the discussion on "Combined Washateria and Branch Office Operations. Dr. J. C. Alexander, assistant research director of NID, Silver Spring, Md., spoke on "Water and the Charged System." A. L. Christensen, manager of production control and engineering, American Institute of Laundering, presented a discussion on

"Quality Control."

Officers of the Texas Laundry & Dry Cleaning Association elected to serve until the next convention are: David P. Wallace, Jr., Dallas, president; A. C. Skinner, Jr., Corpus Christi, and Tom M. Gallaher, Marlin, vice-presidents; James M. Milholland, Jr., Dallas, secretary-treasurer and Joe Hunt, Dallas, master-at-arms. Retiring president Jack Henckels of Ft. Worth, L. Ray Pell of Houston, and Barry Putegant of Brownsville were re-elected to the board of directors for another two years. Others elected to the board, to serve full two-year terms, are David P. Wallace, Dallas; Ralph K. Pond, Jr., Wichita Falls; Ralph Bum-

pass, Lubbock; R. R. Willis, Ft. Worth; Fred Page, Houston; L. M. "Mike" Gay, Jacksonville and George R. Boyd, Borger. Directors whose terms do not expire for another year are Charles A. Burton, Austin; Charles C. Callaway, Temple; Roland G. Dansby, Bryan; Shriner Harrison, San Antonio; George H. Harvie, El Paso; David M. Ivy, Pecos; Travis La Rue, Austin; Tom G. Leachman, Dallas; George Lohmann, Port Arthur, and Harvey Munro, Beaumont. Ex-officio directors are T. E. Milholland, Dallas; David T. P. Nelson, Texarkana; Albert E. Shepherd, Beaumont; Frank Patton, San Antonio, and Denys Slater, Dallas.—Jim Barnes

Joint Meeting In Colorado Springs

APPROXIMATELY 200 MEMBERS of the Mountain States Laundry and Dry Cleaning group met at The Broadmoor in Colorado Springs, Colo., March 20-21, for their 1953 annual convention. The meeting is put on jointly by the Mountain States Laundry Owners Association and the Colorado Cleaners and Dyers Association, whose members are drawn from Colorado, New Mexico, Wyoming, Utah and parts of Nebraska, Kansas and Texas. The two groups alternate each year in electing officers and conducting the meeting. This year it was the laundry-owners' turn to play host.

Much discussion centered around how the new synthetic fabrics should be cleaned, what chemicals should be used for

spotting, temperatures to be used, and what equipment is most efficient.

The convention opened with a talk by Oscar Nielsen, past president of the Nebraska association, whose subject was "Wine, Women and Dry Cleaning." After a humorous opening, Mr. Nielsen had some unhumorous things to say about taxes and "socialistic" tendencies concerning regulation of the drycleaning industry. Although controls have already been lifted, he deplored the necessity for stand-by measures.

William Jacobs of Kansas City, a director of the American Institute of Laundering, discussed the advantages of being a member of the AIL. He delivered an illustrated talk on advertising and selling.



Newly-elected officers of the Mountain States Laundry Owners Association are, left to right: John T. Kuhn, Casper, Wyo., treasurer; Joe S. Grant, Colorado Springs, Colo., vice-president; James Rutledge, Albuquerque, N. M., president, and Frank H. LeRoy, Denver, Colo., secretary

The next speaker was Dr. Dorothy Lyle, director of consumer relations for the National Institute of Drycleaning, H. North. Joe S. Grant, Colorado Springs, was chosen vice-president; Frank H. LeRoy, Denver, secretary, and John T. Kuhn, Casper, Wyo., treasurer.

Before adjourning, the laun-

Georgia Draws Record Attendance

CARRYING THE THEME, "Your Profit Key to '53," the fifth annual convention of the Georgia Launderers and Cleaners Association was held at the Biltmore Hotel in Atlanta,

March 18-19. The two-day program attracted a record-breaking 801 persons.

Harold K. Howe, Washington representative of the American Institute of Laundering, opened

up with a report on "Washing Today and Tomorrow." Next, G. W. Boyd, sales manager of the Sanitone division of Emery Industries, Inc., spoke on "Pattern for Profit." R. L.

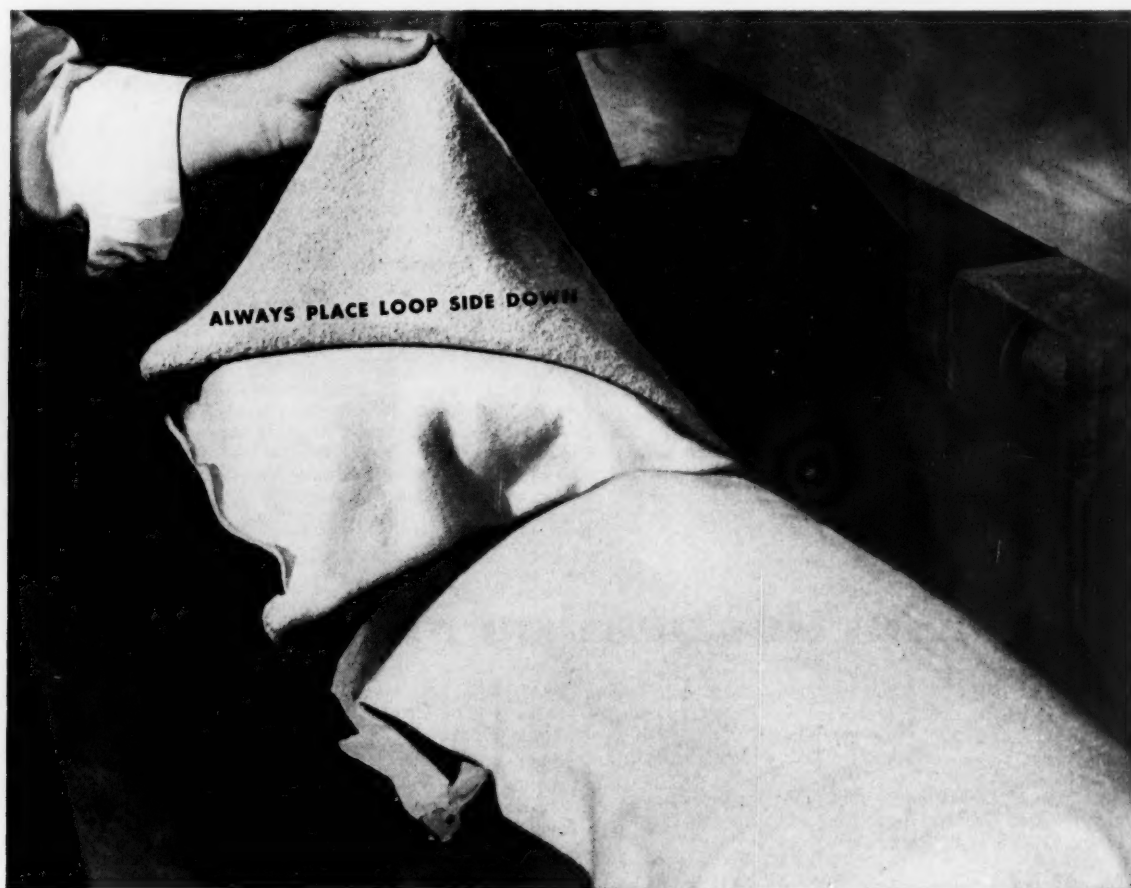
"Bill" Ayers, Jr., Covington, Va., plantowner, then outlined a program of how to increase profits in drycleaning.

At the next day's session, H. O. Carlton, director of the



New officers and directors are, left to right: Eileen McDargh, executive secretary; Edgar Eyler, Preston Bunn; Sydney Garrison, president; James Gardner, Jr.; Joe R. May, vice-president; J. Herbert Bell; Isaac Plateau; Henry Chandler; Sam Wix; Jesse Rogers, and Clifford Morgan

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Try it on any of your presses—collar and cuff, body or bosom. If it doesn't outwear double-faced flannel, we'll give you your money back. "Jomac 54" is sold by better laundry suppliers everywhere. Write for literature and the name of your nearest supplier.

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North Georgia Trade and Vocational School, described the training of the students at his school. Following was an address by Martin Romeiser, president of the AIL.

"There's Gold in Today's Laundry Market" was the subject of a talk by E. E. Bishop, Bishop's Cleaners and Laundry, Dothan, Ala.

Ernie Heidersbach, sales manager of R. R. Street & Co., led off the closing afternoon session with a description of "Three Steps to Increased Dry Cleaning." Discussions and demonstrations on "New Angles in Silk and Wool Finishing" by George Schlemon and Benton Perry, both of the U. S. Hoffman Machinery Corp., wound

up the meeting.

Elected president was Sydney Garrison of Moultrie, Ga. Joe R. May of Atlanta was elected as vice-president. Elected as directors were: Arthur Solomon, Jr., Savannah; Edgar Eyster, Savannah; D. R. Tanner, Douglas; Charles Griffeth, Athens; Isaac Flateau, Macon; Mrs. R. A. Hill, Macon; Jesse

Rogers, Thomaston; H. H. Chandler, Atlanta; C. E. Morgan, Sr., Decatur; S. A. Wix, Atlanta; Tom Wade, Columbus; J. Herbert Bell, Gainesville; James Gardner, Jr., Conyers; H. F. Meadors, Covington; Wm. H. Buntin, Albany; Lee Blum, Augusta; Preston Bunn, Griffin, and R. M. Vandegriff, Atlanta.

West Virginia Elects Bleigh

MEETING AT the Hotel Prichard in Huntington, W. Va., March 5-7, the West Virginia Association of Launderers and Cleaners were cautioned that their biggest problem in 1953 will be "to sell themselves." This, in essence, was the advice offered by G. W. "Bill" Boyd of the Sanitone Division, Emery Industries, Inc., to the more than 100 delegates at the closing session.

Following a golf party and board of directors meeting on March 5, the convention swung into high gear the next morning. W. O. Clanton, representing the chlorine products division of E. I. du Pont de Nemours & Co. started the discussions with a talk on "Synthetic Drycleaning Machine Operation," and out-

lined the types and amounts of different solvents as well as the kinds of machinery called for in such operations.

Guest speaker at the afternoon session was William Mercer of the American Institute of Laundering who outlined the activities of the AIL. He was followed by Hal LeRoy of the National Institute of Drycleaning who claimed that the future was bright for the drycleaning industry despite the somewhat pessimistic attitude being taken toward the effect of new fabrics on the industry.

On Saturday morning, Noel L. Cooperider of the Butler Manufacturing Co. spoke on the technical aspect of how to get "Full Horsepower From Any Filter."



West Virginia officers, left to right: W. S. Hendricks, retiring president; Omer A. Elam, secretary-treasurer; J. C. Bleigh, new president, and S. D. Ward, vice-president

One of the liveliest sessions of the convention took place during a panel discussion following Mr. Cooperider's address. More than 200 questions on industry problems were directed at the guest speakers.

J. C. Bleigh of Weston was elected president, succeeding William S. Hendricks of Bluefield. S. D. Ward of Buckhannon was elected vice-president and Omer A. Elam of Charles-

ton, secretary-treasurer.

Reappointed to the executive committee were William N. Costen, Clarksburg; Don C. Cole, Charleston; Cecil Elkins, Huntington; R. A. Thetford, Huntington; Jess Richmond, Bechley; C. F. Neiman, Jr., Parkersburg; William S. Hendricks, Bluefield; Frances Gardner, Charleston; Roland Finner, Wheeling, and Leonard L. Martino, Clarksburg.

North Carolina Meeting

THE COMMUNITY RESPONSIBILITY of the laundryowner and drycleaner was the prevailing keynote of the 46th annual convention of the North Carolina Association of Launderers and Cleaners, held February 25 and 26 in Rocky Mount.

The seriousness with which the more than 300 delegates took this challenge was evidenced by the endorsement of two resolutions concerning important bills pending before the North Carolina Legislature.

The delegates voted to oppose an act that would authorize the garnishment of up to 10 percent of a debtor's salary or wage, and voted support for a bill proposing several constructive changes in the state's Employment Security Act.

Dr. Neal Bowman, representing the National Association of Manufacturers, was the keynote for the convention, speaking on "Changes and Challenges." Martin B. Romeiser, president of the American Institute of Laundering, spoke

briefly on the program to be carried out by his organization during the coming year.

The second day of the convention was devoted to a list of outstanding speakers beginning with Dr. Dorothy S. Lyle, director of consumer relations for the National Institute of Drycleaning. She spoke on "Merchandising Fabrics and Fashions."

Other speakers included Dr. George D. Heaton, pastor of the Myers Park Baptist Church of Charlotte and noted industrial relations expert; Henry B. Kendall, chairman of the North Carolina Employment Security Commission; Joe Vincent, vice-president of the Pilot Life Insurance Co.; G. W. Boyd, sales manager of the Sanitone Division, Emery Industries, Inc., and A. L. Christensen of the production and engineering staff of AIL. Among the subjects covered in the talks and open forum discussions were

"Leadership and Public Relations," "You and Your Unemployment Compensation," "Your Group Insurance Program," "Prelude to a Sale" and "Work Simplification and Teamwork."

The convention concluded with the annual banquet at which Robert E. Kizer of Asheville was named the association's president for the coming year. Vice-presidents installed at the same time were Paul Ewell, Farmville; Virgil Lane, Greensboro, and D. M. McKnight, Asheville. H. W. O'Shea of Durham was renamed treasurer and C. W. Grimes of Charlotte was selected as sergeant-at-arms.

Directors for 1953-54 will include Sidney Jones, Salisbury; J. H. Allen, Charlotte; Fred Mitchell, Leaksville; I. J. Rawlings, Thomasville; Wilbur Clark, Fayetteville; Charles Wray, Raleigh, and Roy Tripp, Greenville.



North Carolina officers include, left to right: Paul Ewell, vice-president; J. R. Bennett, Jr., past president; Robert E. Kizer, new president, and D. M. McKnight, vice-president

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For all soil conditions—heavy, light or medium—Metso is the dependable builder to use for soaps or synthetics.

Correctly proportioned alkali-silica Metso Detergent builds-up maximum dirt removal efficiency in the washwheel for every formula. It strengthens suds, protects the load against transfer of dirt and maintains the brilliancy of colors, even after a long series of washings.

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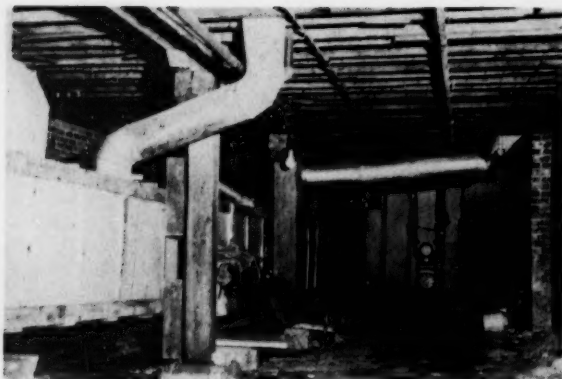


Metso Detergents produce quality loads for these formulas:

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COLORLED LOADS	LINEN SUPPLIES
SHORT FORMULAS	OVERALLS
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View of basement shows air duct leading from fan room behind partition at rear. Pipes from duct carry air to plant and office on floor above

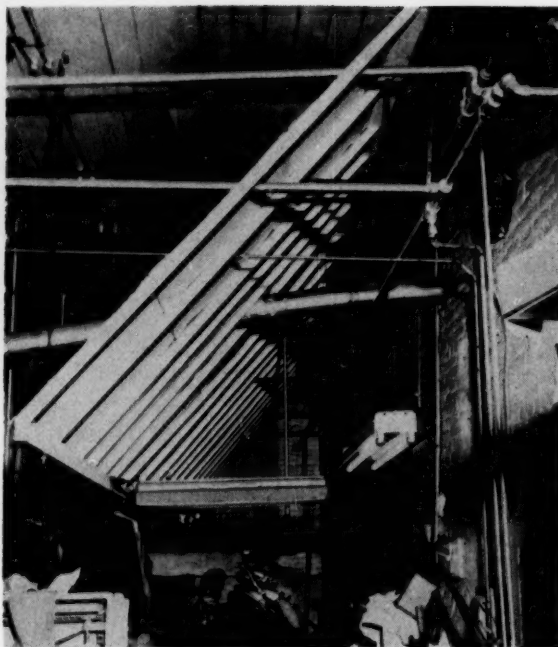
He Air-Conditioned His Laundry

(Continued from page 13)

with the usual ceiling exhaust fans found in the average laundry, and the addition of the theater fan inlet has proven a real asset to the finishing department.

The other half of the two-section building, housing the wrapping and drycleaning departments, office and storage racks, presented a different problem. The drycleaning finishing department is situated at the rear of the building in a real hot-spot, in spite of a wooden canopy over the presses with a number of exhaust fans overhead. But, if you can't get air in, there is only so much you can exhaust out for cooling purposes.

Fortunately, this part of the plant is two stories, with the second floor used only for supplies. The windows are fitted with louvers to get rid of the heat from the floor below. A full basement beneath this part of the plant, even though unfinished, afforded a place for the second fan. This fan was set up in the front of the basement, with a four by four-foot shaft running up the corner of the building to the roof of the second floor and away from the street dust. A small doghouse over



Wooden canopy over drycleaning presses draws heat off through five small overhead exhaust fans into second floor

the top of this shaft was fitted with louvered sides to keep out the rain, while the sides were covered with hardware cloth to keep out the birds.

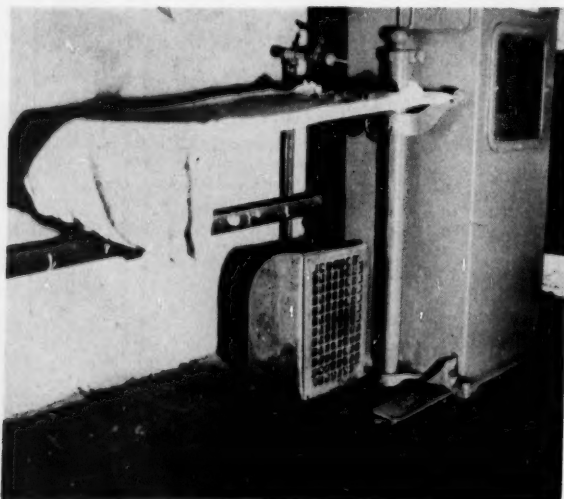
A large, eight-foot wide air duct (width of the fan opening) runs the length of this 60-foot basement, tapering from a height of six feet at the fan to two feet at the rear of the basement. Standard furnace pipe sections emerge from the top of this air duct and go to any spot through the floor of this section of the plant. Louver-type heat registers cap the air pipes where they enter the upstairs room, enabling the employee to control the amount of air entering her station. No floor joists have ever been cut where the pipes enter, so no harm is done if the air inlets are shifted at will about the plant.

The basement fan is situated in its own little room at the front of the basement, has a concrete floor in order to keep down dust that might be drawn into the plant, and is swept out once a week. The rest of the basement is dirt-floored. The air intake shaft of the basement fan, which runs up the corner of the building and opens into the concrete-floored fan room, doesn't connect directly to the fan, which necessitates keeping the floor dust-free. This fan is run by a belt drive at 150 rpm. in the winter; in the summer the belts and pulley are changed and it runs at 300 rpm.

Humidity cooling failed

One experiment with the outside fan, using humidity for greater cooling, was tried and discarded immediately. Ken figured that the water on the concrete floor beneath this fan would make the employees cooler. He tried it, but within minutes the girls had almost folded up, so he mopped up the water and decided dry air was most cooling.

In the meantime, he's all set for this summer's heat spells, assured that his employees can cope individually with their particular needs merely by making their own adjustments of a constant source of cool air. □□



Cool air from basement fan enters hot spots through typical duct. Employees can control amount of air by adjusting register openings



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including
the kitchen sink

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The boss sure knows what he's talking about when he says

It's good business to do business with a Pennsalt distributor!

Sound advice—for *any* laundry operator who wants to gain customers, streamline his operation, and boost his profits! If that sounds like a terrific order—well, Pennsalt makes terrific laundry products! A good example is

Pennsalt Erusto-Ray "B"*

Here's a major development in simplified wash-room procedure—a truly fine product, and the newest addition to Pennsalt's well-known, widely-used line of Erusto-matic Neutralizers. Erusto-Ray "B" produces a beautiful bluish-

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Worth looking into? Then check your Pennsalt distributor—a good man to know! In addition to top-rated Pennsalt laundry products, he offers you the many valuable service "extras" listed on the opposite page.



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1. Prompt Service The distributor's warehouse is nearby and he knows your needs well because of his frequent contact.

2. Exact Service The distributor carries an adequate supply of the items you use so he can fill both large and small orders promptly and exactly.

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6. Promotion The distributor is eager to assist in promoting the wider use of laundry and dry-cleaning services.

7. Reliability The distributor's interest is local. Your success is, to a great extent, his success. He has a stake in your business, and does everything he can to earn your trust and good will.

Let your Pennsalt distributor prove these statements soon!



Pennsalt Chemicals

*Trade name of PSM Co.

PENNSYLVANIA SALT MANUFACTURING COMPANY

Laundry and Dry Cleaning Department
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Fabric Standards Project Initiated By A.S.A.

A conference of national organizations which met last month asked the American Standards Association to initiate a project for the development of standards for the performance of textile fabrics. The project will include articles purchased and used by hotels, hospitals and other institutions. Thirty-nine producer, consumer, distributor and technical groups were represented.

The American Hotel Association, which originally proposed the project, explained that standards are needed to define the performance characteristics of fabrics that go into such items as towels, hotel uniforms, upholstery and drapery materials, table linens, overalls and work shirts. Test methods are needed to check whether the fabrics meet the requirements.

The work will be similar to that done on the American Standards for Rayon, Acetate and Mixed Fabrics. These standards define such requirements as tensile strength, colorfastness, washability, and similar characteristics needed for different specific uses.

Hotels buy nearly 14 million towels, six million sheets, and five million pillow cases every year. On an average day, they send to the laundry more than four million towels and two million sheets.

At present, institutional buyers find it difficult to know what service they can expect from the fabrics they buy. Upholstery fabrics that would give long service in an inside hotel room may fade badly when exposed to the sun near an outside window. Blankets that are strong and resist tearing when pulled one way sometimes tear easily when pulled the other way. Waitresses' dresses may shrink or fade when laundered.

AHA maintains laboratory

The American Hotel Association uses a research laboratory which tests products and equipment purchased by its 6,000 member hotels. Its work consists of checking samples of materials before purchase to determine their serviceability for specific uses and checking materials and equipment after purchase to determine the reasons for any failures. For this work standard specifications, test methods, and performance requirements are needed, it was explained.

Representatives of the laundry, cleaning and dyeing industries, including the American Institute of Laundering, Institute of Industrial Launderers and National Institute of Drycleaning, Inc., participated in the discussions and expressed full support of the project. They indicated particularly the need for greater knowledge of the end uses to which fabrics are to be put and the necessity of more complete instructions as to conditions under which the articles should be washed or drycleaned.

The conference recommended that the American Hotel Association undertake the administrative responsibility for the project. It was also recommended that standards be developed for the finished articles wherever possible.

News Item

The following story is reproduced in its entirety from Toronto (Canada) *Telegram*:

"Laundry workers in England are pressing for increased wages."

"Murder Will Out" Stirs Laundryowner to Reply

Editor's Note: On last month's editorial page STARCHROOM commented on the announcement by *Good Housekeeping* that they were initiating an investigation of the laundry industry. The announcement was published under the somewhat sensational title "Murder Will Out."

On a recent trip to Boston, Forrest I. Neal, Jr., president of Old Colony Laundries in Quincy, Mass., showed us a letter he had written to *Good Housekeeping* after

reading their announcement. His letter is reprinted below. Mr. Neal received a courteous reply from Mrs. Kendall in which she said that it was not the intention of *Good Housekeeping* to write an editorial as a result of their investigation which would be injurious to the laundry industry. We understand that Mrs. Kendall has received several hundred letters from members of her reader panel to date and, of these, more have had good comments to make about their laundry service than bad.

Mrs. Helen W. Kendall
Good Housekeeping
57th St. at Eighth Ave.
New York 19, N. Y.

Dear Mrs. Kendall:

Several of our customers have called our attention to the February issue of *Good Housekeeping*—particularly to the article entitled "Murder Will Out" with your signature and address attached.

Such a story as you intend to write would be, obviously, unfair to our industry. We feel this way because it is reasonable to expect that those millions who use our services and who are completely satisfied with them would not bother to write you—while a small number who might be unhappy, due to reasons beyond our control, would welcome the opportunity to sound off.

Few industries face the problems which we do—burdened with both the problems of the manufacturer and the merchant we have the disadvantage at the start by dealing always with second-hand goods. The manufacture of these goods and the use they have received previous to laundering are always factors beyond our control. Many manufacturers' mistakes "come out in the wash." Many customers' abuses to the fabric "come out in the wash."

I think the proof that we are doing a pretty good job lies in the fact that in spite of advertising designed to hurt us by those powerful interests that control the home washing equipment and soap companies, we, as an industry, are rendering services to the American public amounting to nearly a billion dollars yearly.

Being made up of small business units, naturally we do not have the vast resources of capital to promote our cause by page space in national publications such as yours and on radio time such as enjoyed by the soap operas.

However, we feel that the day is coming when there will be combined national action on this score—so perhaps, after all, *Good Housekeeping* and similar worthy publications, will receive a proportionate share of advertising from the laundry industry.

Our own company uses mailings and bundle inserts, such as the enclosed copy, at regular intervals. Through this medium we are in constant touch with the desires

of our customers. In our office are filed thousands of these which are true and accurate testimonials from people who for many years have enjoyed and appreciated our service.

We would welcome the investigation of these by yourself or any representative you might have in this area and, in addition, we would like to extend to you or your representative a very cordial invitation to visit with us and in that way see for yourself a modern laundry in operation and the exacting care used in the handling of customers' goods.

The American Institute of Laundering at Joliet, Ill., is recognized as one of the world's outstanding textile laboratories and you would be welcome there likewise, I am sure.

We shall look forward to your visit.

Yours very truly,
Old Colony Laundries Inc.
FORREST I. NEAL, JR.
President



"He's worked so long as a washman he rises and falls with the water level."

That Terrific "TWIN"

the talk of the industry

IN A CISELL TWIN LAUNDRY TUMBLER, wonderful things happen! Two baskets operate independently with separate motors and control switches.

A BIDDING DAMPER enables operator to vary distribution of heat to both baskets; or, to control flow of heat to either upper or lower basket . . . and direct full flow to the other . . . an important feature for the most flexible operation of a Twin Tumbler. BUILT-IN LINT TRAP is easy to clean. As trap is withdrawn, reverse air flow rolls and picks lint from collecting surfaces. ANY PART CAN BE REPLACED in less than three minutes. Heavy, 16-gauge STEEL CONSTRUCTION . . . made to the highest quality standards . . . not to low-price specifications.

ON THE GAS-FIRED TWIN LAUNDRY TUMBLER, A BASOID VALVE automatically cuts-off gas and provides automatic safety pilot protection—ROBERTSHAW GAS THROTTLING VALVE guards against overheating. BUILT-IN STEEL BRUSHES clean burner in less than three minutes. ON THE STEAM-HEATED TWIN LAUNDRY TUMBLER, two double heating coils are highly efficient.

GAS-FIRED and STEAM-HEATED UNITS are interchangeable, permitting conversion from one type to another at any time. Furnished with two Bell-Signal Time Alarms. Door-switch stops basket when door is opened.

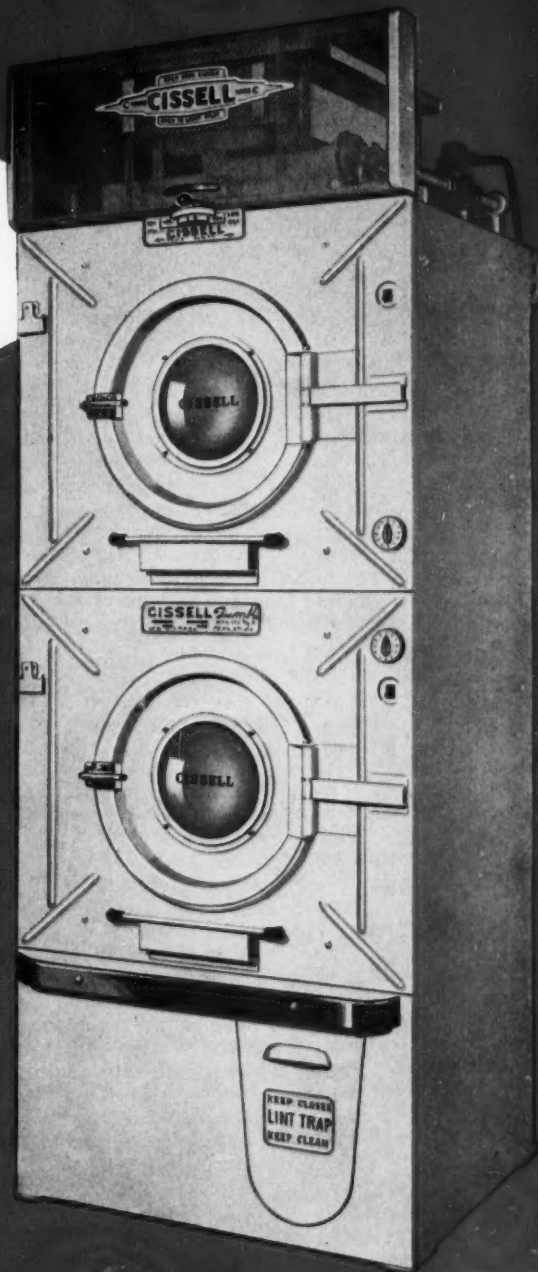


The trouble-free CISELL GEAR REDUCER

THE CISELL WORM-GEAR SPEED REDUCER is equipped throughout with Timken Tapered Roller Bearings. All internal parts operate in a bath of oil. Made in Cissell factory for precision control of each part.

The 36" x 30" CISELL TUMBLERS

Recommended basket capacity, 35 lb. dry weight. LAUNDRY MODEL in either Gas-Fired or Steam-Heated. Heating units are interchangeable, permitting conversion from one type to another at any time. Equipped with Bell-Signal Time Alarm. DRY-CLEANING MODEL in Steam-Heated only. Scented steam spray . . . static ground connection on rotating basket . . . automatic fire and explosion safety control with automatic power cut-off.



THE 36" x 30" GAS-FIRED TUMBLER . . .	\$550
THE 4-COIL 36" x 30" STEAM-HEATED LAUNDRY TUMBLER . . .	\$590
THE GAS-FIRED TWIN LAUNDRY TUMBLER . . .	\$1090
THE 4-COIL STEAM-HEATED TWIN LAUNDRY TUMBLER . . .	\$1190
THE 2-COIL 36" x 30" DRY CLEANING TUMBLER . . .	\$600

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Pacific Coast Office—4422 W. Jefferson Blvd., Los Angeles—Foreign Distributors Write Export Dept.—Cable Code: CISELL

A Self-Service Laundry Revisited

(Continued from page 15)

their bundles. White's will pull out the other five percent. They are priced at 20 cents each with a 50 cent minimum charge which is not always enforced but is maintained in order to discourage too many one- and two-shirt customers.

They do not wash their shirts in nets. They are individually marked and washed in a 25-pound wheel, 40 shirts to the load. Flatwork to be finished is placed in nets according to individual customer's bundles, pinned and washed in the 75-pound wheel, loaded to capacity. All other family work in the plant is washed in individual lots according to customer's bundles. Rugs, up to and including 9 x 12-foot size are washed in the 75-pound wheel. These, plus what little dyeing they do, amount to less than five percent of the dollar volume. Fugitives are separated by the plant and washed sepa-

ately. They only charge for this if the total bundle weight is less than 12 pounds.

Plans for the future? Well, Mr. White says he is dreaming of a nice new plant in a building of his own design and with lots of "eye appeal" to attract those drive-in customers who haven't yet joined his fold. He may install his own drycleaning department. Last year, with a base price of 85 cents for a man's suit and a dollar for a plain dress, drycleaning sales accounted for about eight percent of his dollar volume. He thinks he can improve on that with his own equipment.

Before they put in any finishing equipment or took on those wholesale accounts their net before taxes used to run "well over" 50 percent of total sales. Last year it was approximately 40 percent of total sales before taxes and that included the wholesale work. None of these figures reflect any change in prices since the recently lifted controls were imposed. They're still giving their customers one-day service (one-hour in an emergency) and they like it. So, you can see, things are looking up for the Whites. We couldn't help but wonder how many other plants would show such a change if we could re-visit them. □□

Retires From Laundry Business

Harry J. Millard has announced the recent sale of his interest in White Line Laundry, Inc., Champaign, Ill., to H. M. Boulware and his son-in-law, William C. Fox, of the Model-Souders Laundry and Dry Cleaners, also of Champaign.

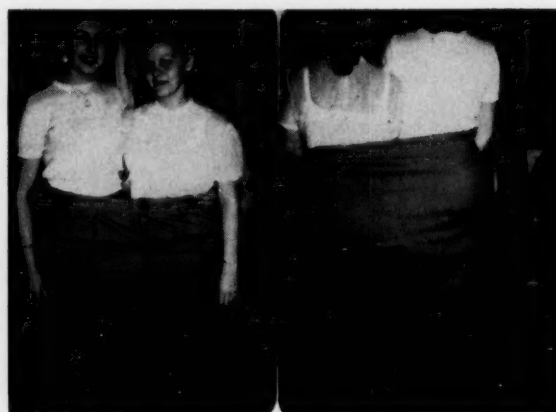
Mr. Millard has been secretary of the Illinois Laundry Association since 1943 and will continue in that capacity at least until after the association's convention to be held in Peoria, Ill., May 27 and 28. He also served as president of the association for two terms.

Among his other important contributions to the industry, Mr. Millard was a member of the O. P. A. Advisory Committee during World War II, a member of the War Production Board's Textile Industry Advisory Committee, and served on the American Institute of Laundering's Advertising Committee. He is well known in the Champaign-Urbana area for active participation in civic and charitable affairs.

Women Prefer Washable Cottons

Cotton came out ahead in two studies recently reported by the U. S. Department of Agriculture, and the washability of the fiber stands first as a reason for its leadership. Of the homemakers interviewed, 50 percent prefer cotton scatter rugs, compared with 35 percent for wool. Women preferring wool scatter rugs but using other fibers, gave price as their main reason, followed by lack of washability. As to slip-covers, a substantial 80 percent prefer those made of cotton. More than nine of every ten women who prefer cotton slip-covers gave the good laundering qualities of the fabric as the deciding factor, mentioning more than a dozen specific washing or cleaning advantages.

Paradoxically, when homemakers did not like cotton slip-covers, it was found that most of the complaints were based on this same desire for easy cleansing qualities. The women charged that cotton slip-covers show soil too easily, are not colorfast, or shrink or stretch out of shape when washed.



Double Exposure

Proof that they grow 'em big out in Ohio is demonstrated by Elaine Hall and Thelma Knott, employees at the Perfection Laundry Co., Springfield, O. The photo was taken by Herman Bone, the plant's drycleaning superintendent, who didn't take the measurements of this pair of pants, but is sure it would just about break existing records.

Washable Cold-Weather Uniform

Uncle Sam's newest "coldbar" uniform which has already undergone two years of research and development, including tests in Alaska, is now being worn by 3,000 GI's in Korea as a final test. The suit, made of a rubber-like, spongy plastic compound, keeps body heat in and cold out.

According to an Army spokesman, it can be "cleaned quickly with soap and water, and only cotton field trousers and cotton jacket will be worn over it to protect the suit and provide pocket space."

I've tried 'em all, but...

**for stripping
dye stains**

*You can't
beat*

YellowGo®

When colors run, bleed or print off — on white, off-white and colored fabrics alike — take a tip from those who've tried everything... use YellowGo. This all-purpose liquid safety stripper has been a favorite of laundrymen and dry cleaners for the past quarter-century because it's controllable... because it takes out fugitive color stains without injuring original colors... because it works on cotton, wool, linen, silk and synthetics without affecting tensile strength. And, too, because YellowGo makes the best stripping bath you can use for *less than 5¢ a gallon.*

**There's no
substitute for**



**...and still
the best!**

For stain removal
that's certain and safe
get on the

Wilson **GO** *Line*

YellowGo

DYE STRIPPER

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REMOVER**

A. J. WILSON CHEMICAL CO.

**WILSON SPOT and
STAIN REMOVERS
go further... do more
— order them
from your jobber**

Cleaning Section

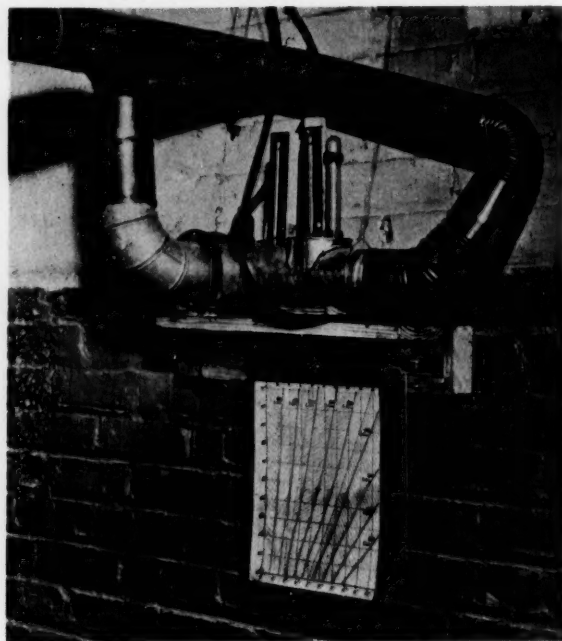
Measuring Humidity In The Charged System

Two different methods being used in drycleaning plants

By WILLIAM R. PALMER

TYPICAL OF THE FAST PACE at which the drycleaning industry is moving these days is the development of equipment for measuring the relative humidity or moisture content of the solvent in the drycleaning washer. Of the two methods now being used, one is sponsored by a soap manufacturer for users of its products, the other is being tried out "on their own" by a number of experimentally minded plantowners.

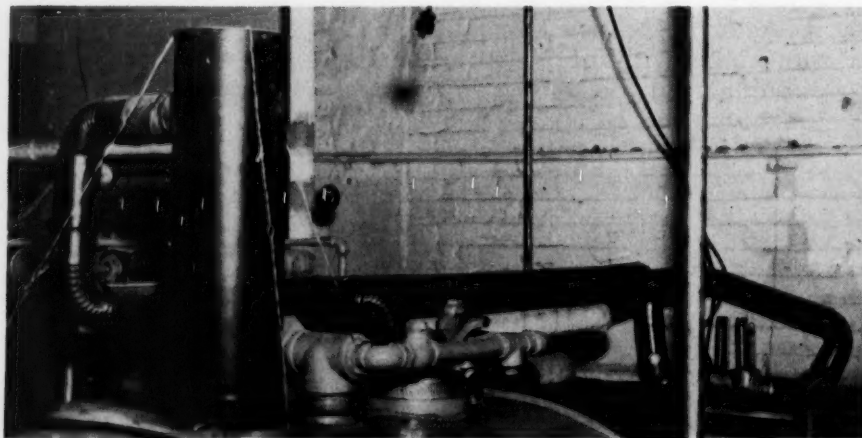
The first method is based on the conductivity of the combined solvent, detergent and moisture in the drycleaning system. "Conductivity" means the ease with which an electrical current passes through something. Thus an insulator has no conductivity, while a copper wire has very high conductivity.



Wet-dry bulb thermometers and water reservoir inserted in stove-piping to measure humidity of air. Chart translates temperature differences into percentages of relative humidity

In a charged cleaning system the conductivity varies almost exactly with the amount of detergent and moisture suspended or in solution in the system. If you know the capacity of the system and also the quantity or percentage of detergent in it, you can determine the quantity of water in the system from its conductivity.

The method of doing this is to pipe off a small quantity of the charged solvent from the washer. This passes through a space containing two electrodes which are attached to a gauge. This gauge measures the current



Air drawn from washer through explosion port by small blower in piping, installed at Cannon Company, Toledo, Ohio

YOU'RE "ALL SET"

When TRUCLEEN'S Automatic Dial

starts "minding your business"

• You can confidently compute your gains in time, labor and supplies, when TRUCLEEN'S completely automatic "wash-extract-rinse-extract" cycle (through automatic control) eliminates natural losses from "human error" . . .

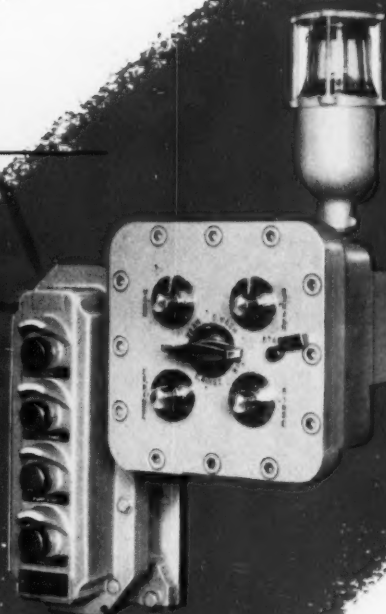
1. By avoiding "mix-ups" in wash and rinse liquors, you get a system maintained at proper balance without need of delays for adjustment.
2. By avoiding necessity for constant attention during processing cycle, you get lowered labor cost as operator doubles on additional duties.
3. By avoiding manual miscontrol of cleaning formula, you get uniform cleaning in every load.
4. By avoiding guesswork in measuring solvents, you get accurate "make-up" for charging system each day.



• Everything Under "TRUCLEEN Control"

While TRUCLEEN Unit automatically takes next load through 2-Bath Process, operator at Town & Country Cleaners, Chagrin Falls, Ohio, gives undivided attention to transferring cleaned load—just out of extracting cycle and ready for drying—to ZONE-AIR Tumbler.

Let an AMERICAN Representative show you how to "set the dial" for better, more economical cleaning at your plant. Write today for free consultation and illustrated literature.



You can consistently count on another set of gains in thorough, super-quality cleaning when TRUCLEEN'S unique Two-Bath Petroleum Solvent Process (through superior design) decreases "mechanical errors" in performance . . .

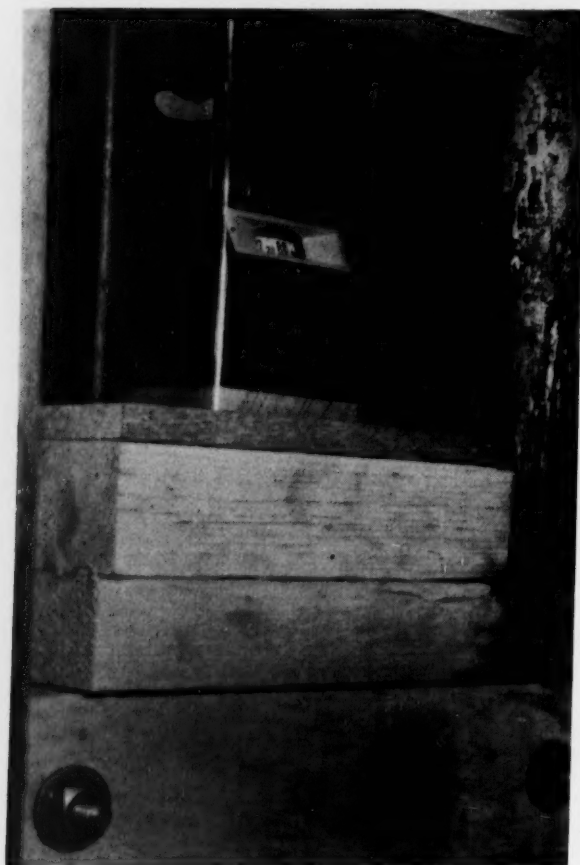
1. By using Super Strong (up to 6%) Soap Solution in wash bath, you get deep cleaning and reduction in spotting and wet cleaning.
2. By using minimum soap "make-up," you get maximum cleaning results at no extra cost.
3. By using constantly distilled and filtered Solvent, you get consistently uniform rinsing.
4. By using 3 compartments in Y Pocket Cylinder, you get equally fine cleaning of 3 different classifications of work up to 150 lbs. per hour.



DIVISION OF THE AMERICAN
LAUNDRY MACHINERY CO.

**AMERICAN CLEANERS
EQUIPMENT CO.**

CINCINNATI 12, OHIO



Hair hygrometer at Goldman Brothers, Ann Arbor, Michigan, measures air drawn from conventional-type washer by water-forced suction tee

passing between the electrodes through the solution of solvent-detergent-moisture.

The gauge reads in units of conductivity. A chart can be prepared that translates the conductivity readings to relative humidity of the cleaning bath. More important, a chart can be prepared for a specific detergent, in a specific cleaning system, that can tell you how much water needs to be added to the system, in ounces per pound of clothes.

The gauge or meter responds instantly and sensitively to changes in relative humidity in the system. It has added value as a check on detergency testing. The conductivity is a function of the detergent and water combined. Therefore, if the indicated amount of water is added to a load, and the meter does not move up to the proper reading, it is possible that the detergent charge has weakened, or should at least be tested immediately.

Since the conductivity is the result of moisture and detergent combined, it is obvious that different detergents will give different reactions on the meter. Therefore, substituting detergents would call for an entirely new chart of amounts of water to be added. Also, the detergent used has to be stable and the formula cannot be changed without throwing off the conductivity calculations.

Vapor pressure gauges

The other method of moisture control has already been suggested in the speech given by George Fulton

at the NID convention in Cleveland. It involves methods of measuring the relative humidity of the air in the washer above the solvent. As explained by Mr. Fulton, this will be the same as the relative humidity of the solvent, and gives a pretty accurate measure of the amount of water being absorbed by the garments.

A "hair hygrometer" is being used by Harold Goldman of Goldman Brothers at Ann Arbor, Michigan. He is running a four percent charge in a conventional type washer and is rinsing in the extractor.

To get his air sample from the washer Mr. Goldman has tapped the fire-control steam line that enters the top of the washer at one end. This permits extracting a sample that contains no splashed solvent. Solvent fumes in the air seem to have no effect on relative humidity readings.

Tubing runs from this line to the hair hygrometer housing. Another tube runs from the bottom of the housing down to a "suction tee." The tubing enters the stem of the tee. A high-pressure stream of water runs through the head of the tee, creating suction in the tubing and thereby pulling air out of the washer.

The hygrometer is housed in what used to be a wet battery jar. As shown in the picture it is secured between blocks of wood. It is also sealed carefully with plastic sealing to prevent any air from entering the jar except from the washer.

The actual gauge itself (the hair hygrometer) is resting free in the jar. It is sitting on a block of wood, because Mr. Goldman wasn't sure whether moisture might not condense on the walls of the jar and form a little puddle on the bottom, but this proved unnecessary in his case. The tubes leading into and out of the jar do not touch the hygrometer.

A chart has been prepared, based on experience, showing how much water per pound of clothes must be added to a load, depending on the relative humidity of the washer at the beginning of the run. In the Ann Arbor plant they try to keep the hygrometer reading at 80 percent to get the best possible cleaning and yet hold the moisture below the "danger zone" described by Mr. Fulton.

When a load of clothes is thrown in, and the washer started, the reading on the hygrometer will roll around to 60 or even 40 percent relative humidity, as the moisture balance is adjusted between the clothes and the solvent. Then when the moisture is added through an injector, the gauge slowly swings back around to the required 80 percent. Usually this balance is reached about halfway through the 20-minute cleaning cycle, although this can be controlled by the rate at which the moisture is injected.

Wet-dry bulb thermometers

In Toledo, Ohio, Bernard Cannan of the Cannan Company is using wet and dry bulb thermometers to measure the relative humidity in the firm's cleaning unit, which is a washer-extractor operating with a four percent charge.

Bernie has made an arrangement of stovepipe leading from one of the explosion vents in the top of the washer shell. A small ventilation blower has been installed in this piping to suck air out of the top of the washer. It blows the air on through a section of pipe into which wet and dry bulb thermometers have been set. The tubes and scales of these thermometers extend above the pipe where they can be easily read. The stovepiping then continues back to the unit, exhausting back into the machine through another explosion vent.

When water evaporates it draws heat from whatever is around it, thereby lowering the temperature of these

MOTH SEAL MORE SALES!

DE LUXE



STANDARD



Double Protection!

1. *Proper Cleaning.* Thorough dry cleaning completely destroys moths, larvae and infestation in garments, thus assuring a longer and more satisfactory life.
2. *Safe Storage.* When garments are sealed in Moth Seal bags *immediately* after cleaning, they are protected against soil, fading and damage until the bags are opened.

Learn how Moth Seal means More Sales!

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***Adds Up to
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With this safe, quick-acting, wet-dry spotter, you can save time and patience and speed the work to the finishers. Adaptable for use in the dry-cleaning and wetcleaning departments—AND the spotting board. RX will not damage any fabric in any concentration on practically all colors. On the wetcleaning table it can be used alone or with soap. As a laundry spotter, use, then put garments in with the regular wash load. RX requires no special handling, no special techniques, no in-training period before using — it's safe in anyone's hands. Economical, too, RX, you'll find, delivers MORE percentage to you.

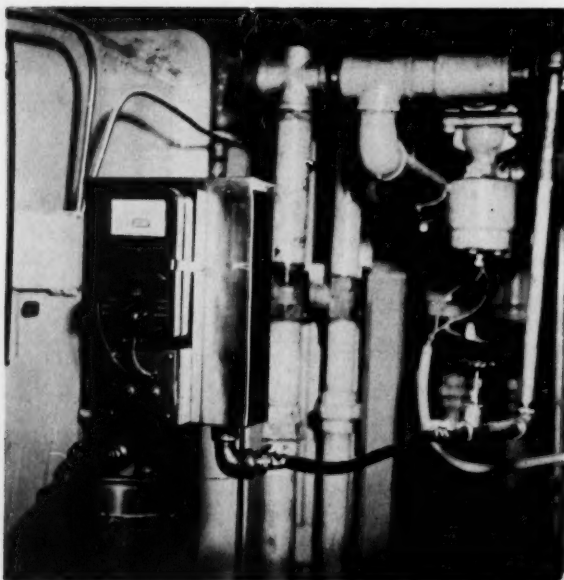
THERE'S A CALED PRODUCT FOR EVERY DRYCLEANING OPERATION



CALED

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Conductivity meter, also at Cannan's, measures ability of detergent and moisture in solvent to transmit electrical current. This ability varies with amount of water and detergent

surroundings. The faster the water evaporates, the cooler it makes the surrounding area. It is on this principle of physics that the wet-dry bulb thermometer operates.

One of the two thermometers inserted into the piping has its "bulb" or mercury reservoir exposed to the air stream. This is the "dry" bulb thermometer, which is registering the actual temperature of the air passing through the pipe.

The bulb of the other thermometer is wrapped in cloth or some absorbent material, so that this jacket or wrapping is exposed to the air stream. A small "tower" of water is connected to this jacket, so that it can be kept wet. This is the "wet" bulb thermometer.

As the air rushes over the wet jacket it causes the moisture to evaporate. The evaporation cools the jacket, causing the wet bulb thermometer to show a lower reading than the dry bulb thermometer. The faster the evaporation, the greater the difference in the two readings.

However, the rate of evaporation is really determined by the moisture content, or relative humidity, of the air moving past the wet jacket. If the relative humidity happened to be 100 percent, there would be no evaporation, and the two thermometers would read the same. At low relative humidity the rate of evaporation would cause considerable difference in the thermometer readings.

Tables are published for schools and for all types of scientific supply firms showing the relative humidity for each degree of difference between the thermometers. Using these humidity figures, Mr. Cannan is then able to inject the prescribed amounts of water required to bring washer humidity up to, in this case, 75 percent.

Vapor pressure and conductivity agree

Bernie Cannan has had an unusual opportunity to compare the two basic methods of determining relative humidity in the washer. The plant has a double washer-extractor unit. The vapor pressure gauge has been installed on one washer, while the conductivity meter was placed on the other washer.

To date, at the end of only a few weeks of compari-

son, they have found the two devices agreeing consistently. The conductivity gadget, quicker in registering changes, depends on a combination of detergent and water. The wet-dry bulb thermometers are susceptible to room temperatures (Bernie had to shut off a nearby fan and cover the thermometers between readings), require an extra table of values to read, but measure the actual quantity of water in the washer, regardless of the percentage of detergent.

Both Bernie Cannan and Harold Goldman have already so thoroughly accepted humidity control as part of their drycleaning that each made the same remark as we were leaving his plant. "The final step," they said, "is to rig up these gadgets so they will regulate flow of water into the washer automatically to keep the relative humidity at 75 or 80 percent." □□

N.I.D. Drops Dyeing Service

Because of the technically specialized and peak-season nature of garment dyeing, the National Institute of Drycleaning at Silver Spring, Md., has discontinued its dyeing department. They feel that without the ability to render adequate attention to dyeing they do their members a disservice to keep them waiting for long periods during the height of the season.

Dyeing problems and service are referred to the Garment Dyers Guild of America or one of its members. The Guild has nationwide membership and the individual plants will provide dyeing service and answer dyeing questions.

Headquarters of the Guild are in the offices of Allan J. Copeland, executive secretary, Room 710, 520 N. Michigan Ave., Chicago 11, Ill. A list of Guild members may be obtained by writing to that address.

Employee Hiring Tests

To help hotels, restaurants, catering and maintenance organizations select efficient employees, Science Research Associates of Chicago has published a new series of "Household Skills" tests. Each test takes 30 to 45 minutes to give and less than 10 minutes to score.

The laundering test, consisting of 50 items, tests knowledge and use of supplies, equipment and methods in washing various types of clothing and household furnishings. The cleaning test, also having 50 items, checks on knowledge of cleaning methods, supplies and equipment.



"Factory man?"

SEE IT! TRY IT!

The press that
requires less
effort to close...

The great new

*20 ways
better*

HOFFMAN

the press designed
with you in mind—
featuring cooler, quicker
more profitable operation.



All models
for air or
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Compare these 20 Fine Features

✓ **PULL-OUT GARMENT RAILS**
Saves steps! One rail supports unpressed work, the other holds hangers for finished work.

✓ **COOLER TO OPERATE**—Steel cover plate over Y-piece shields presser's face and chest from press head heat.

✓ **IMPROVED TABLE-FRONT INDENT**—More work surface with less chance for knee bruising.

✓ **HYDRAULIC SHOCK ABSORBER**
Cushions away oldtime jar, jolt and rebound. Smooth silent head openings always.

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Shows right heat for all fabrics (sensitive synthetics as well as woolsens). In full view—ends do-overs.

✓ **NEW DESIGN PRESSURE ADJUSTMENT**—Just "dial" it to suit the fabric. No stooping, bending or tools needed.

✓ **STURDIER TABLE SUPPORT**
Smoothly rounded and strongly braced over longer span. No sag—no tip.

✓ **EXACT, EVEN PRESSING**—Head support is hinged at wider interval. Pressure is uniform over entire buck.

✓ **LARGER MAIN PEDAL**—Steps up production with positive, sure-tread action. Avoids slippage and ankle aches.

✓ **BROADER BOX FRAME**
Designed for enduring duty. Better distribution of applied pressure. More rigidity in buck and table.

✓ **CURVED BACKBOARD**—Gives 2 to 3 inches more work space. Eliminates those clutter-collecting corners.

✓ **BETTER PEDAL SET-UP**
Vacuum and steam pedals in easy reach, without interfering with main pedal.

✓ **EASIER ACCESS TO LEVER SYSTEM**—Helps make inspections and adjustments faster and easier for better production and good maintenance.

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Releases head swiftly for new pressing ease, higher production.

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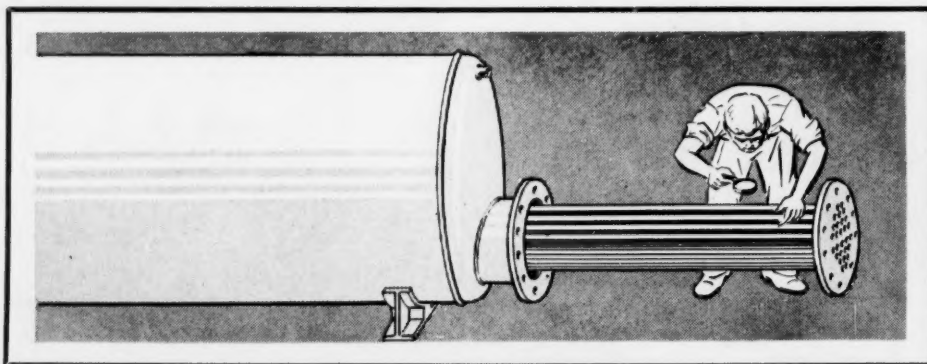
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Engineering Section

Fig. 1



Sizing Traps for Storage Heaters

By JOSEPH C. McCABE

Engineering Editor

ONE OF THE QUICKEST WAYS of getting a hot argument going with laundry engineers is to bring up the subject of sizing traps for hot water storage heaters. Traps do a terrific job on practically all steam-heated laundry equipment and, with hot water heaters, they are probably the most important single item in the entire hookup.

Function of the Trap

Let's spend a minute on hot water heater designs so that you can see the job the trap performs and then we'll discuss picking the right trap size. The usual hot water heater consists of a storage section called a "shell" that is made of steel or other metal. This storage section may be laid on its side to form a horizontal tank or set up on its end as a vertical tank. The water you want heated fills up this shell. In order to get heat to the

water in the tank, steam coils are slid into the storage shell, Fig. 1.

The size and number of these coils depend on tank size, steam supply and pressure but the job they do is always the same. They take steam from some source—exhaust or directly from the steam mains—and lead it through the coils surrounded by the water you want heated. The spent steam then comes out through the discharge side of the coil and you can lead it to a heat exchanger, Fig. 2, or back to a condensate receiver tank for boiler use.

The trap sets on the discharge side of the coil and allows condensate to flow out, but closes as soon as steam reaches it. This fundamental role of the trap pays for its use a hundred times over. It is just this single, simple duty that makes it economically possible to use steam effectively in the many ways the average laundry does.

On this special application, hot water heating, the trap's job is extra heavy. When you realize that horizontal storage tanks run about sixteen feet long by three-and-one-half feet in diameter you'll recognize that the steam coils will be many and long. The chances for condensate build-up are very good. As the incoming steam passes down these long coils surrounded by relatively cold water it condenses rapidly. At start-up, probably every bit of steam entering the coil condenses, so the trap should be able to move all the condensate and do it rapidly.

Vacuum Breaker

One more point and we'll get down to sizing a trap. Unless the hot water heater works on a vacuum system, (Continued on page 76)

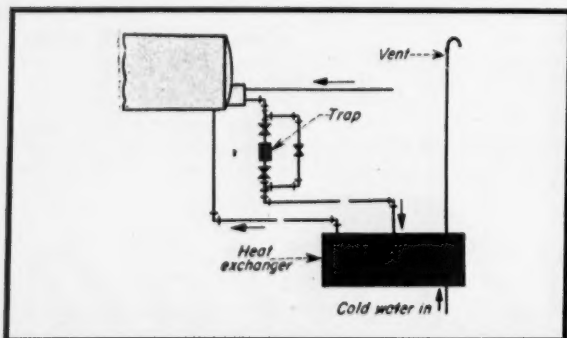
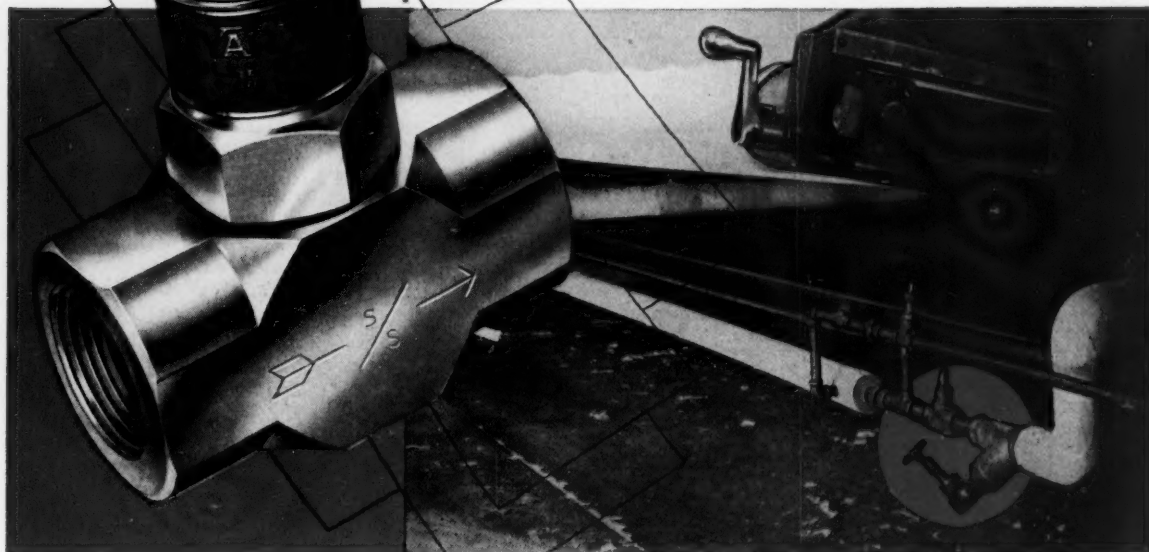


Fig. 2

roll out the flatwork ...50 ft. more per minute



It happened in a Kansas City Laundry . . . one 8-roll flat work ironer was equipped with a 1½" Yarway Impulse Steam Trap. Another identical machine had a 2" conventional-type trap.

When pyrometer readings were taken to check performance, it was a real eye-opener. On the Yarway-trapped ironer, temperatures were 335° to 340° on each chest—on the other 310° to 320°. But the real payoff was in production. Because of the higher temperatures, the Yarway equipped ironer operated at 110 ft. per minute, compared to only 60 ft. per minute for the other!

That's an example of what we mean when we say Yarway Impulse Steam Traps are designed to increase production—by sending the most premium B.T.U.'s at top temperatures into your process or product. They get equipment hotter, sooner . . . and keep it hot.

Add these features—small size, easy installation, one moving part, low maintenance, low cost, good for all pressures.

Many thousands of plants are using Yarway Impulse Steam Traps with outstanding success. Over 750,000 Yarways have already been installed . . . 216 industrial distributors stock and sell them. There is one near you.

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the steam trap designed
with production in mind

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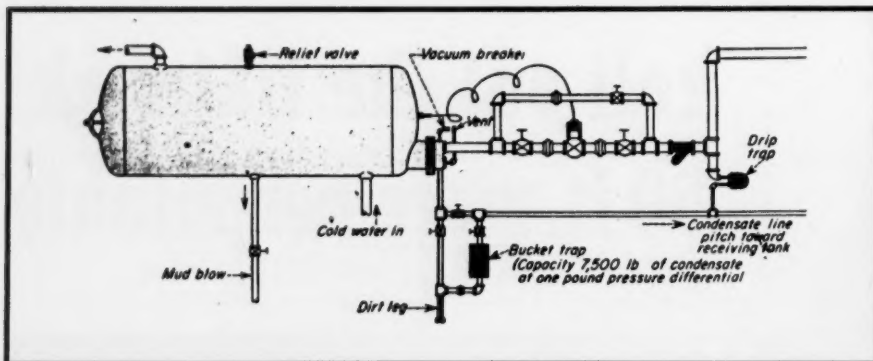


Fig. 3

(Continued from page 74)

put in a vacuum breaker on the steam chamber, Fig. 3. The reason for this is best apparent after the heating coil begins to catch up with its load. Less condensate forms until the coil finally fills up with steam completely and the trap closes. Then the temperature regulating valve closes because the tank is at the desired temperature and no new steam comes in.

The very small quantity of steam in the heating coil condenses because it's surrounded by the still colder water in the tank. Once the steam condenses it forms a vacuum. The vacuum sets up a negative pressure on the inlet side of the trap so that the collected condensate cannot discharge. It will, of course, go out once the line fills up again with steam under pressure but the coil is being subjected needlessly to the battering of water hammer. This action develops as a result of the reopening of the temperature regulating valve with the small slugs of condensate that tend to build up behind it. The condensate slugs rush into this vacuum and bang up against the coil turns.

How about the air that leaks into the steam coil through this vacuum breaker? Don't worry about it. A good trap removes both air and condensate.

Trap Sizing

Let's take a storage tank as big as the one we mentioned above, sixteen feet long with a diameter of three-and-a-half feet, and we want it to supply 2,000 gph. of water from 40°F to 180°F with 15 psi. of steam, Fig. 4. This is a heat load of 2,000 gph. times 8½ pounds per gallon times 140° temperature rise (140 Btu) or 2,330,000 Btu's. Steam at 15 psi., condensing to water, gives

up roughly 1,000 Btu's per pound, so you would have to feed 2,330,000 divided by 1,000, or 2,330 pounds of steam per hour to heat up the water.

Traps are rated on the basis of the pounds per hour of condensate they have to handle at a given pressure difference across the trap orifice. The above arithmetic tell us how many pounds per hour our hot water storage tank trap has to handle. Now, for the pressure difference across the trap orifice.

If you'll remember our discussion of the need for a vacuum breaker, we mentioned that the pressure on the inlet side of a trap can get down to a minus point unless we break the vacuum. If we do this the next lowest pressure point takes place when we most need a pressure difference, namely at start-up.

Condensate Elimination

The first rush of steam into the cold coils condenses quickly and this heavy condensation keeps up until the surrounding tank water gets up nearer to the 150°F point. Unless this condensate moves out quickly the heating action of the coil slows down. Yet, the first condensate that reaches the trap has only the pull of gravity to keep it moving. One way, and to our mind the smart way, to get rid of all condensate is to locate the trap about two-feet six-inches below the heating element, lower if possible, but never less than 18 inches. This two-foot six-inch drop from heater coil to trap is the only safe pressure head you can use in guessing trap performance.

As the connecting piping between coil and trap fills up (and it will occur quickly) it forms a hydrostatic head or column of water that supplies a definite pres-

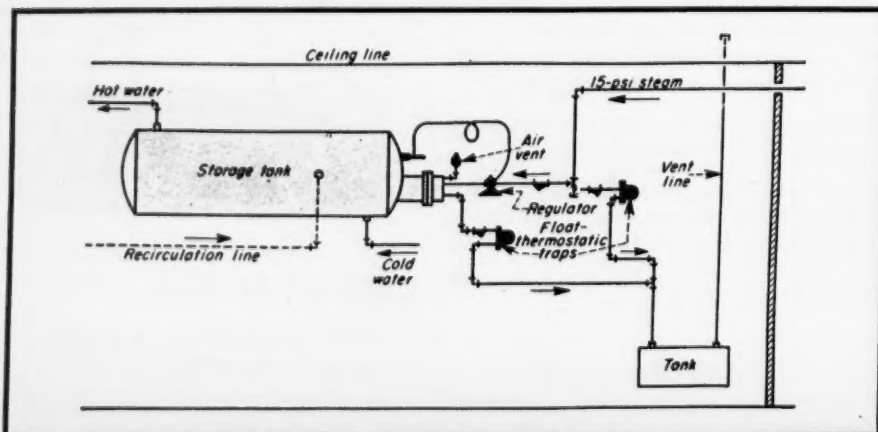
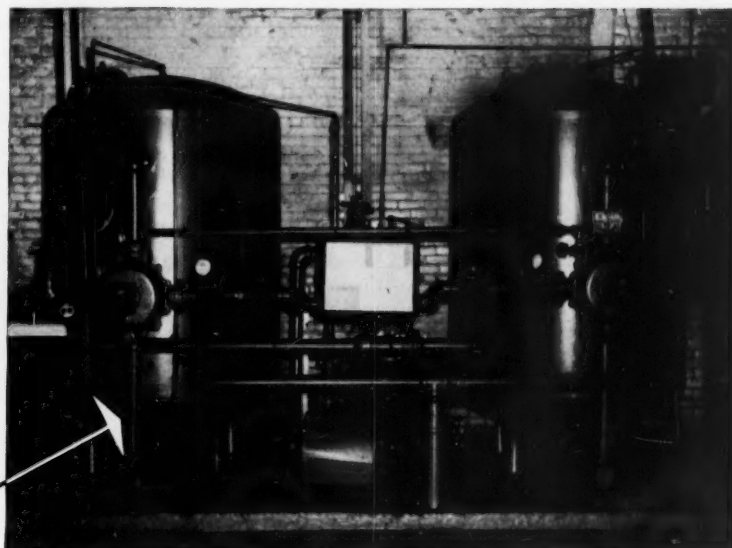


Fig. 4

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regeneration than conventional
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sure on the trap inlet. (Roughly about one psi. depending on connecting piping diameter). This one psi. is the working pressure difference we can count on across our trap when the heating coil is delivering up to 2,330 pounds of condensate per hour.

Safety Factor

But, like everything else in engineering, you'll find a factor of safety applied here. This factor takes care of overloads, drops in differential pressure, and some minor quirks in trap behavior. For hot water storage tank service the factor is usually set at about three. So you would order a trap capable of handling three times 2,330 pounds per hour, or roughly 7,500 pounds per hour at one psi. differential. Yet you would specify that

the trap could withstand a pressure of 15 psi. because, near the end of the heating cycle, the supply pressure carries through the coil to the trap inlet.

In view of the fact that the pressure on the inlet side of the trap at times is close to zero, never expect it to force much condensate uphill. It is always desirable to design the condensate drain line to flow downhill toward its receiving tank, Fig. 3.

In fact, we believe in making the trap job as easy as possible, as Fig. 3 shows. You'll note that we advise a drip trap in the steam supply line to the heating coil so any condensate that forms there when the temperature regulating valve is shut down will drain directly to the condensate receiver and not have to take the long trip round, through coil and back. □□

Engineering Questions and Answers

Hot Water Coil

Engineering Editor: I have a boiler room problem on which I can use some real good advice, therefore am submitting my problem to your department.

Until recently I have been running my plant with an engine and, naturally, the exhaust steam from the engine went to my hot water tank. The condensate from the coil in the hot water tank has been going down the sewer, because the oil separator has not been working properly.

Now I have motorized the line shafting and have done away with the engine. I want to save the condensation by returning it to my makeup, or receiving tank, which feeds my boiler. This receiving tank is about four feet higher than the outlet of my condensate from the hot water tank.

My problem is this: Can I pipe directly from the outlet of the condensate from the hot water tank to my receiving tank without doing damage to my coil in the hot water tank? I am advised by one engineer that this will ruin my coil in time, because of the water being pushed around in the coil by steam.

This same engineer recommends a trap at the outlet of the condensate from the hot water tank, pipe from there to a small tank and from there pump to the receiving or makeup tank. The theory behind this is that it will be less strain on the coil in the hot water tank. It will also cost me about \$500 more than piping direct.

The majority of people I have talked with seem to think I do not need a pump, but that I can pipe direct, without damage to coil.

I do not want to do anything to ruin the coil in my hot water tank and will certainly appreciate any advice you can give me regarding this problem.—A. L. S.

Water standing in a coil does three things which directly affect the output of the coil. First it tends to cool the coil and, of course, the steam coming into it. Second, it cuts down the heat transfer area of the coil. Third, it makes a noisy installation and often a coil-damaging one that definitely retards proper steam flow.

For our money, a trap is an essential. The suggested surge tank to furnish a positive suction head to a small pump that feeds the receiving or makeup tank will work first rate provided the surge tank is vented.

You can, though, discharge to an overhead condensate receiver tank but with very definite limits. This allows

water to drain out of the coil to the trap. The mud leg and strainer keep dirt out of the trap. Check valve in the discharge line prevents water from backing up into coil. We'd suggest at least two-and-a-half feet of un-insulated cooling leg ahead of trap.

However, we would suggest, wherever possible, that you should relocate the receiver tank and drop it below the heater coil discharge. But we realize sometimes you can't do the ideal thing.

Lamp Bulb Replacement

Engineering Editor: I'm having plenty of trouble trying to keep lamp bulb replacement down to sensible levels. We had an outside check on voltage on all circuits and they seem all right. At present I lean to 750-hour incandescent lamps but they burn out sooner than they should and I blame it on vibration.

Can I mount lamps in a way that will reduce vibration effect on them? Are there special bulbs I can get for this service? Which setup gives the longest life?—Y.M.

Here's the kind of operating problem that appeals to the Rube Goldberg in all of us. There are so many ways you can tackle this job that we've been on the lookout for special approaches, some of which we show here.

No. 1—Chain supports, Fig. 1, with springs hooked in them is one solution we saw.

No. 2—A second, Figs. 2 and 3, uses standard bulbs with a spring suspension. The spring is strong enough

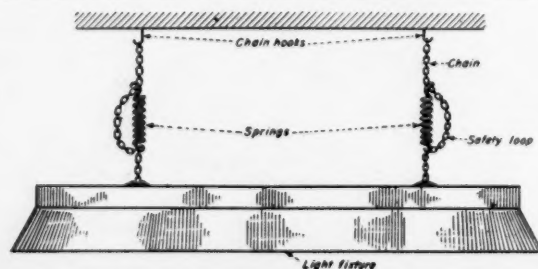
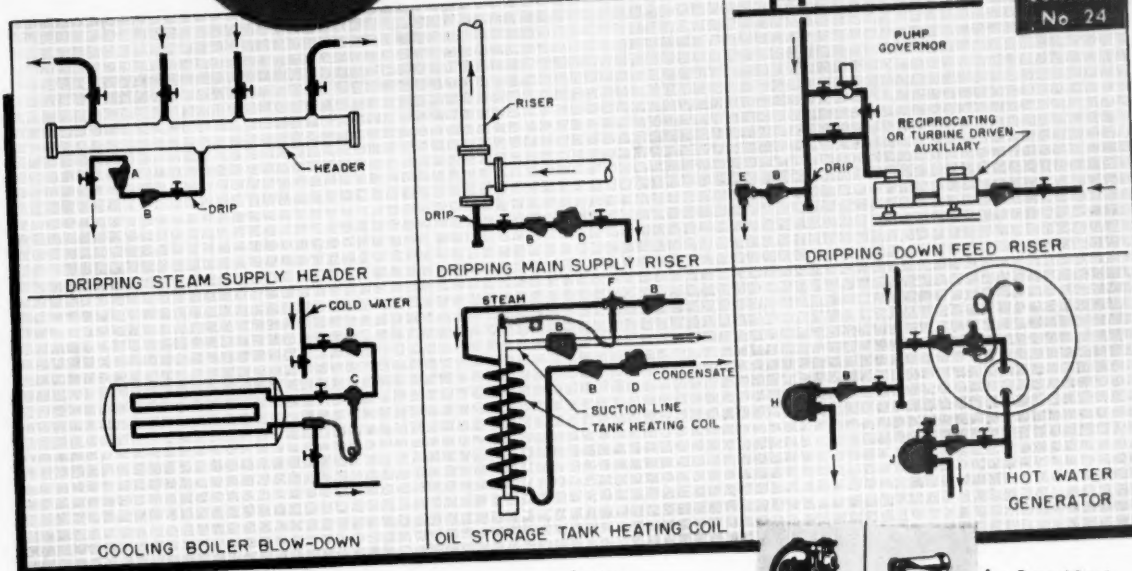


Fig. 1

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No. 24


Assuring dry steam with Sarco steam traps and some Sarco temperature control hook-ups in the boiler house.

- **STEAM TRAPPING AND TEMPERATURE CONTROL** problems begin right where steam is generated. The modern boiler plant with its maze of piping and auxiliary equipment offers striking evidence of the advantages of a complete line from one source of supply.

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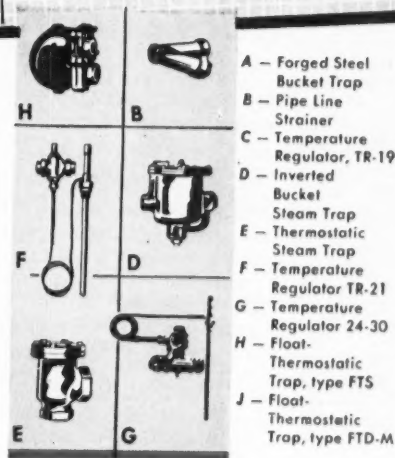
Sarco makes four distinct types of steam traps and can give you unbiased advice on the best type for any job, based on 30 years experience and thousands of installations. **Write for trap selector chart 145-4.**

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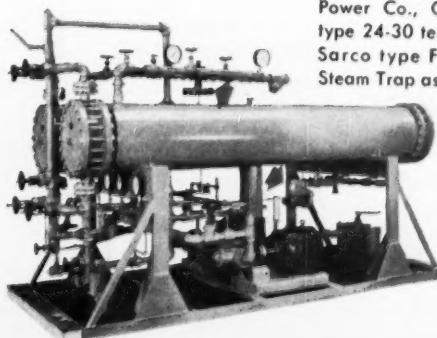
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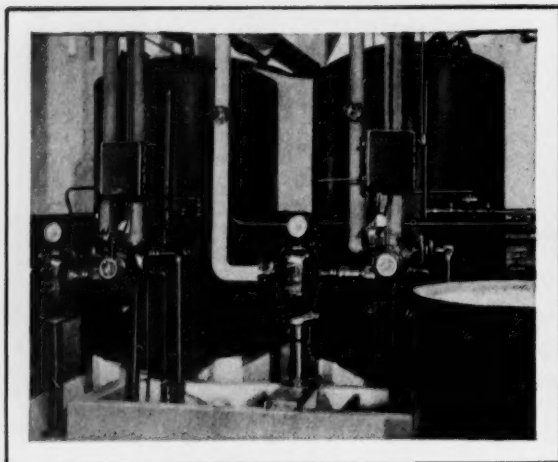
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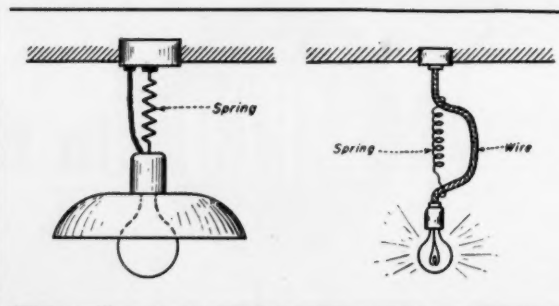


Fig. 2

Fig. 3

for the weight it supports. But since we saw this we've been told you had better clear it with your local code. Some absolutely forbid this method.

No. 3—Never use rigid connections between ceiling and light where you suspect vibration. Dampen it by putting the light socket on felt padding and using rubber-covered cord between the light and conduit. We find incandescent lamps break from vibration when no current is passing through them. If 15 or 20 volts is applied to the lamp the filament warms up and breakage is reduced. Why don't you try rough service lamps before you go to the trouble of installing a number of gaskets?

Water Hammer

Engineering Editor: Water hammer is an operating problem in many plants. It can come from a lot of causes, we know. Most of them are usually found on steam lines but we've got one on a water line. Any ideas?—R.O.

Water hammer headaches in steam lines, as R.O. points out, occur frequently. They usually owe their existence to piping faults that allow slugs of condensate to collect and lay in wait for the next fast-moving arrival of steam. The steam picks up the slug and slams

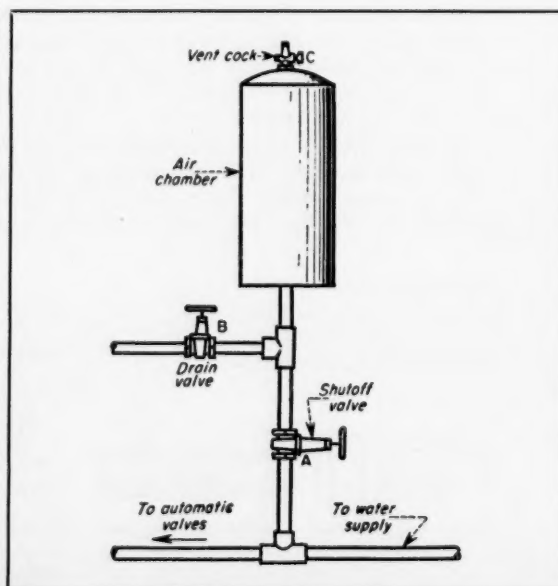


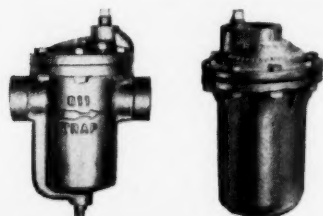
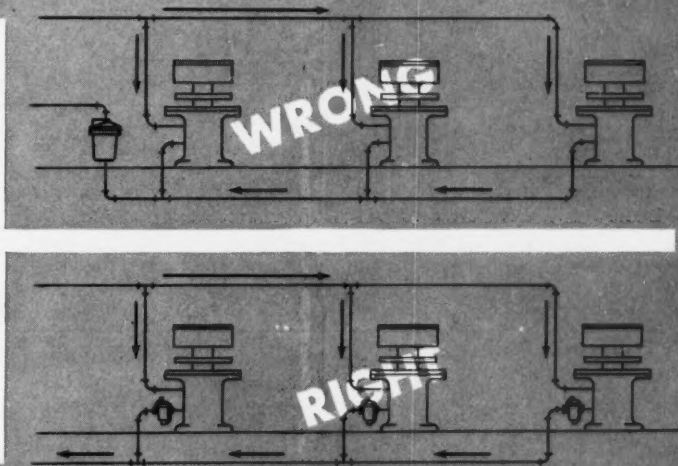
Fig. 4

A good trade: How 50 Armstrong traps saved 14 tons of coal per month...

User changes from Group Trapping to Unit Trapping

THE drawing labeled "wrong" shows a group of presses drained by a single trap. With this hook-up, condensate and air from one or more presses may fail to reach the trap because even the slightest pressure difference between the units will cause a back flow from a higher pressure unit to a lower pressure unit.

The drawing labeled "right" shows unit trapping, each press drained by a single trap.



Armstrong Steam Traps are available in side inlet-side outlet or bottom inlet-top outlet body styles to best meet your piping requirements.



View of a battery of individually-trapped clothing presses at M. Wile & Company, Buffalo.

AN EXAMPLE of the benefit to be gained from Armstrong Unit Trapping is found in installation at M. Wile & Company, Buffalo, N.Y.,

A single steam trap was being used to drain each group of 4 to 6 pressing machines. After changing over to the use of an individual Armstrong trap on each of the fifty presses in the plant, the company reports that, because of the resulting more efficient use of steam, coal consumption dropped by 14 tons a month. There was no reduction in work load. This fuel saving when held up against an investment of about \$500 in steam traps was rightly considered a good trade.

There are other advantages to Armstrong Unit Trapping. Almost invariably machine temperatures are higher, heat-up is faster and output is increased. The traps themselves are thoroughly reliable, seldom need attention. The design, materials and workmanship in the trap mechanisms for low and medium pressures are identical to those used in Armstrong traps for power plant service at 900 degrees F and 950 lbs. pressure, so they last for a long, long time.

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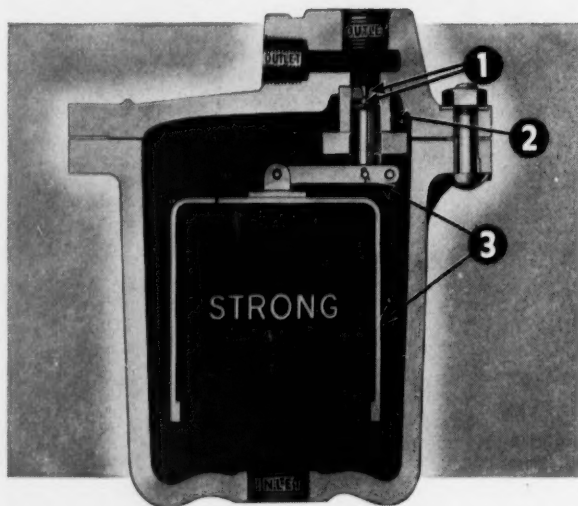
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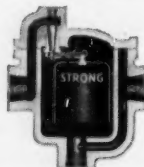
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70 Series Trap



Strainer

STRONG

(Continued from page 80)

it against valve, elbow or what-have-you in the steam path.

But water hammer in water lines is due most often to sudden stoppage of a moving flow of water. A quick-closing valve in a straight run of water pipe is one cause. Automatic valves in supply lines to large washers in a laundry could cause this problem. The easiest way out is to set up some relief for this moving body of water to allow it to work off its energy if its normal flow is stopped short. An expansion tank such as a domestic hot water heating system uses is good.

Set this tank up along the supply line, Fig. 4, equip it with a vent and a drain valve and, of course, a shut-off from the supply line. Then with the vent and drain closed, the tank and its line is full of air. Once you open the supply connection some water will rise up in it and compress the air. As the automatic valve opens, some of this water will be pulled down along the main flow and the air will expand. As soon as the automatic valve shuts off, the water can spill its extra energy up the line to the expansion tank and the compressed air will cushion the blow. Every so often you must drain out this tank to provide more breathing space for the cushioning air. □□

A.I.L. Management Course

The American Institute of Laundering headquarters at Joliet, Ill., will be the scene of another practical owner-management short course the week of April 20-24. The course will be conducted for laundryowners and their key staff personnel.

Included on the agenda for the five days of intensive study are such subjects as methods simplification, wash-room procedure, production methods, advertising, sales and sales contests, personnel training and supervision, and employee procurement.

Appearing at the various sessions will be no less than 15 AIL staff members, led by Albert Johnson, general manager. Others on the faculty will be Ward Gill, George Isaacson, George Johnson, Cecil Lanham, A. L. Christensen, Lee Johnston, Glenn Lange, Bill Mercer, Warren Archibald, William Bee, Robert Dolhof, Bob Evans, Russell Rose and Elmer Strandberg.

Heads Industry Charity Drive

Samuel Botway, head of Long Island Coat, Apron & Towel Supply Co., Inc., has accepted the chairmanship of the Laundries & Allied Industries Division of the 1953 Joint Defense Appeal campaign, it was announced by Julius S. Lowenthal, chairman of Trades & Industries for JDA in Greater New York.

The Laundries & Allied Industries will help JDA raise New York's share of the \$5,000,000 necessary to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. JDA is the sole fund-raising arm for AJC and ADL.

Well known for his philanthropic efforts and communal life, Mr. Botway has been in the laundry industry since 1909 and has headed his own firm since 1921. He is a member of the Linen Institute of New York and the Linen Supply Association of America. He has been active on behalf of drives in the Federation of Jewish Philanthropies and the United Jewish Appeal, and served as co-chairman of the JDA campaign in 1952.

FIRST *complete packaged boiler*

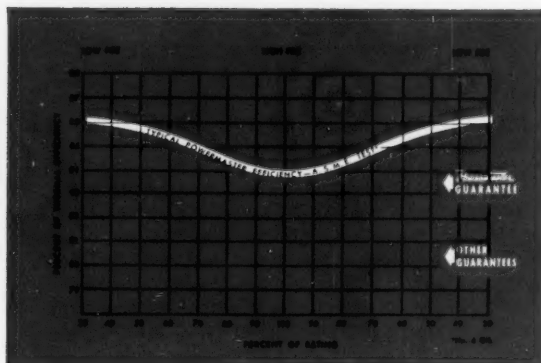
FIRST full modulating cam control

FIRST *Voriflow* air-atomizing burner

FIRST immediate change-over—oil or gas

**NOW—*Powermaster*[®] is FIRST
to guarantee 83% minimum efficiency**

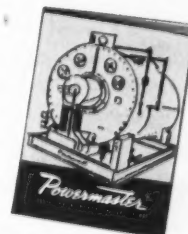
The "pay-off" on a boiler is its operating efficiency . . . and *only*
Powermaster guarantees a minimum of 83% with No. 6 oil!



Take a look at the typical efficiency curve of *Powermaster* shown here . . . then compare A.S.M.E. tests with those of any other boiler. At less than full load (which is normal in field operation) notice that *Powermaster* efficiency actually *increases*.

There's a reason for such efficiency. The *Powermaster* is the development of 68 years' experience in boiler manufacture. Continuing research and progressive engineering have resulted in *Powermaster* users being the first to benefit from major improvements in packaged boiler design.

Point-by-point, *Powermaster* welcomes comparison. Before deciding on a new boiler for your plant, be sure to get the facts on the newest *Powermaster* with *Voriflow* combustion. Just drop us a line and we'll be glad to send you our new catalog.



***Powermaster*[®]**

PACKAGED AUTOMATIC BOILERS

In sizes to 500 HP; pressures to 250 psi.



ORR & SEMBOWER, INC. • Established 1885 • 890 MORGANTOWN ROAD, READING, PENNA.

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

CUT 30%



OFF YOUR HOT WATER COSTS!



Instead of running hot waste water to the sewer use a Whitlock Open Type Preheater to heat up to about 30% of your hot water needs, and *at no added expense for fuel*. Hundreds of laundries throughout the country are saving big money with Whitlock Preheaters. A Whitlock Preheater provides maximum heat recovery . . . permits you to add more machines without the need for a new boiler . . . or relieves already overloaded boilers. Remember, too, Whitlock design means life-time service . . . 100% bronze and copper construction on the fresh water side eliminates the threat of off-color or rusty water. There are no moving parts to wear out, no appreciable expense for upkeep. The Whitlock Preheater, out of sight below floor level, keeps continually at work saving you money.

Write for Bulletin 51
describing Whitlock Preheaters



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CO.**

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NEW YORK • BOSTON • CHICAGO
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A.I.L. Junior Management Course Set for September

The American Institute of Laundering will resume its Junior Management Courses with a class in Production and Engineering beginning September 8, which will probably be of 14 weeks duration, according to Cecil H. Lanham, AIL's director of education and personnel. Negotiations are underway with the Veterans Administration with the objective of gaining VA approval for attendance by Korean veterans. The AIL already has approval for veterans of World War II.

Qualifications for admission will remain as they were at the conclusion of the last Junior Management Course. Applicants must be at least 22 years old, have a high school education and a minimum of one year's experience in laundry work. In addition, they must be recommended by an AIL member.

Subjects to be covered during the course will include production and management, power engineering, wash-room methods and personnel management. In addition, close to 80 hours will be spent in the student laundry. The courses have been designed specifically for the young laundryman who is scheduled for management responsibilities.

Instructors in the course are staff members of AIL's various departments. Enrollment in the class will be held to 32 because of limited facilities and those interested in taking the course are advised to contact AIL's membership department immediately.

Ohio Convention Program Set

The Ohio Laundryowners' Association, holding its annual convention at the Shawnee Hotel, Springfield, Ohio, April 23-24, has lined up a number of outstanding industry leaders for its program.

The afternoon of April 23 will be devoted to visitations to a number of leading laundries in Springfield. That evening, Jean Ulbright, St. Louis consulting engineer, will show two color and sound films, the first titled "Cost Reduction Methods in Laundry Operations," and the second, "How One Mid-West Dry-cleaner is Making 25 Percent Net Profit."

The following day's program will include a panel on sport shirt finishing; a report on "Fabrics—Present and Future" by George Johnson, vice-president of the American Institute of Laundering; an address by James S. Houillion, president of Washette, Inc.; a skit called "Route Sales Training" presented by Charles Lamb of Emery Industries, and a panel on general operating, production and sales practices.

St. Louis Laundry Group Formed

Announcement has been made of the formation of the Laundry Institute of St. Louis, a non-profit organization designed to bring better laundry service to St. Louis residents, industries and institutions.

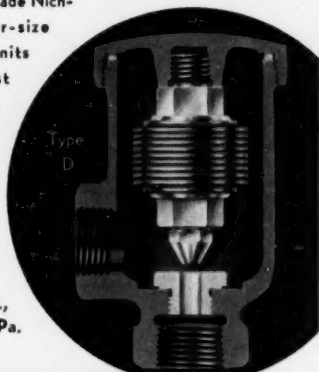
O. J. Klein, president of the new association, revealed plans for a public relations campaign to sell St. Louisians on the tremendous advances achieved by laundry plants in the past few years.

Julius Redman, chairman of the advertising committee, stated that each member is pledged to the group's motto, "Better Laundry Service at Lowest Cost."

New Nicholson Steam Traps for Laundries

Send for
Bulletin 351

This new Nicholson trap was designed for laundries, dry cleaners and other users of small equipment. Type D effects the same faster heat-up, and the higher and more even temperatures which have made Nicholson's larger-size thermostatic units among the most widely adopted traps in industry. For ironers, presses, dryers, water heaters, space heaters. $\frac{1}{4}$ " to $\frac{3}{4}$ "; press. to 200 lbs.



185 Oregon St.,
Wilkes-Barre, Pa.

W. H. NICHOLSON & CO.
TRAPS • VALVES • FLOATS

Gives Stock to Old Employees

Blocks of Consolidated Laundries Corporation stock were presented by Murray Cohen, president, to eleven of the company's employees, with service records of forty years or more, at the firm's fourth annual management forum, held recently at the Roosevelt Hotel, New York City.

Participating in the company's two-day forum were over 300 executives and supervisors from Consolidated's twenty divisions in New York and New Jersey, and from its general office.

The theme of the forum stressed good human relations and, in addition, experts discussed linen supply specialties, route selling, laundry production, incentives, truck fleet operations, personnel management, sales promotion, employee training and other pertinent subjects.

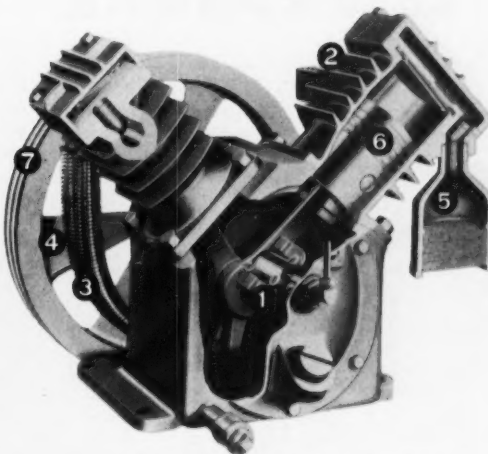
In addition to the presentation of stock to employees with 40 years of service, 39 employees with service records of 25 years or more were honored at a special luncheon with specially-designed service pins and scrolls.



Murray Cohen (fifth from left), president of Consolidated Laundries, shown distributing stock to company old-timers during management forum held recently in New York

Compressor Features that Assure

LOW COST* AIR...



- ① **THE ORIGINAL CENTRIFUGAL UNLOADER** — Automatically unloads compressor when stopped. Never starts against load.
- ② **AIR-COOLED CYLINDERS AND HEADS** — V-shaped design and deep cooling fins dissipate heat faster.
- ③ **FINNED INTERCOOLER** with multiple tubes affords greater cooling surface.
- ④ **FAN-TYPE FLYWHEEL** for more effective cooling.
- ⑤ **FILTER AND MUFFLER** — Specially designed for noiseless efficiency — cleans air thoroughly before entering machine.
- ⑥ **4 RING CONSTRUCTION** — 2 compression and 2 oil rings — insures low oil consumption; minimizes oil fumes in discharge air.
- ⑦ **V-BELT DRIVE** — Prevents slippage; gives full power — quietly.

AUTOMATIC PRESSURE REGULATOR (not shown) — Adjustable for pressure and range — on units up to and including 5 hp. **FREE AIR UNLOADER CONTROL** on units from $7\frac{1}{2}$ to 15 hp.

WATER-COOLED AFTERCOOLER (not shown) — Removes moisture from air — delivers dry air to machines.

Air-Cooled types from $\frac{3}{4}$ to 15 hp for regular service.

Larger units of the water-cooled type are also available from $7\frac{1}{2}$ to 100 hp for continuous full load service.

See your I-R Laundry Equipment Supplier. For more details write for Bulletin 1007-B.

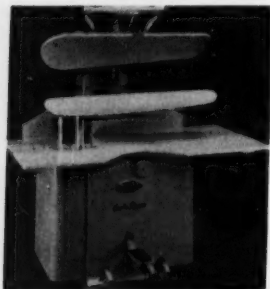
(*Low cost based on minimum maintenance expense and high operating efficiency.) 929.3

Ingersoll-Rand

11 BROADWAY, NEW YORK 4, N. Y.

NEW PRODUCTS and LITERATURE

Butler Press Features Ball Bearing Action



The Butler Manufacturing Company has developed and put on the market its new Quik Steam drycleaning press. "Ball Bearing Action" is the feature of the press, claimed to be completely new in the garment press field.

The ball bearings in the press are said to roll so easily that the pressing head will start down from the weight of a loaf of bread placed on it. The press has a one-and-a-half pound pull-down. The new ball bearing head pressure adjustment wheel eliminates shine, the firm states. It is claimed to be so easy to operate that quick changes are possible, even between lays of different types of garments.

Other features of the new press are the low foot pedal—only eight inches from the floor; exclusive roller-type lock which allows additional head pressure after the head is locked closed; only two balance springs, and one trigger action kick-off foot lever spring which is said to mean less friction and easier operation.

Anti-Corrosive Lining

A six-page folder has been published describing "Metalweld Plasticote," a non-porous insoluble lining that can be applied to internal surfaces of hot water generators and storage tanks to protect them against corrosion. The lining is applied within 24 hours by the

service organization which states it will reduce maintenance costs by eliminating annual cleaning, scraping and painting of tanks that become corroded and pitted.

For a copy of the folder, write to Metalweld, Inc., Hunting Park Ave. and Fox St., Philadelphia 29, Pa.

Chelsea Duct Fan

Chelsea Fan & Blower Co., Inc., has introduced its new power line direct drive duct fan, type PLFX. The fan is built into a well-constructed steel drum with rear and front mounted flanges. Motors are ball bearing and totally enclosed. Blades are non-overloading, according to the firm, and made of cast aluminum. The fan is recommended for temperatures up to 110 degrees Fahrenheit. Others are available for higher temperatures on special order.

Full details can be obtained by writing to the Chelsea Fan & Blower Co., Inc., 639 South Ave., Plainfield, N. J.

Boiler Engineering Booklet



The Boiler Engineering & Supply Company, Phoenixville, Pa., has recently issued a four-page, illustrated booklet describing its line of Continental automatic boilers.

In addition to containing detailed engineering data and

specifications, the booklet also discusses the features and advantages of these boilers.

Continental automatic boilers range in size from 20 to 500 hp., and each model has a guarantee of 80 percent efficiency. Advanced two-pass design eliminates baffles, according to the firm. Clean-out-and-inspection doors on both ends are hinged and can be opened easily by one man in 30 minutes. The

only refractory used is for the lining of the easily-removable front and rear covers.

These boilers can be used wherever steam is required for applications other than power. The major uses are as heating units, and as a source of steam for process industries.

Free catalogs may be obtained by addressing the Boiler Engineering and Supply Company, Inc., Phoenixville, Pa.

Unipress Introduces Sport Shirt Unit



The new Unipress Single Operator Sport Shirt Unit, according to Ira C. Maxwell, president of the Unipress Company, is being enthusiastically accepted by the industry as the most practical and economical way to meet the increasing sport shirt problem.

The unit serves a dual purpose, according to the firm, as a sport shirt unit and as a general utility unit without the necessity of reducing or increasing the steam pressure.

Double capacity is achieved through the introduction of changeable frosted plates which slip easily over the polished chrome heads of the Unipress body-bosom press and the combination collar cuff and yoke press. The entire surface of the plates is covered with tiny perforations which lift the nap of the fabric to provide the soft, dull finish sport shirts require. With the frosted plates re-

moved, the unit is converted into a general utility unit, one that Unipress says will be kept in operation all year round for ironing starched goods, wearing apparel, etc.

Three presses make up the unit—the sleeve, which finishes sleeves from the inside; the SYC22, combination collar, cuff and yoke press and the SBT, body-bosom press. Unipress claims a single operator will turn out an amazing number of perfectly pressed sport shirts on the new three machine unit.

Unipress also points out that the saving in floor space and the fact that the new unit is actually two units in one makes it the practical solution to the increasing sport shirt problem.

Full particulars and specifications about the unit may be obtained by writing directly to the Unipress Company, 2800 Lyndale Avenue South, Minneapolis, Minn.

Routemen's Uniform Catalog Available

According to Some's Terminal Outfitters, Jersey City, N. J., there are 5,673 different items used to keep the nation's routemen and truck drivers uniformed. Many of these, including uniforms and accessories especially designed for use by laundry and drycleaning routemen, are shown in Some's new

"Trucker's Uniform Guide."

For a free copy of this catalog, plus information on the firm's practice of awarding prizes to top drivers of companies conducting driving accident-prevention programs, write Some's Terminal Outfitters, P. O. Box 87, Five Corners, Jersey City, N. J.



CLEANER CLOTHES MEAN MANY MORE SATISFIED CUSTOMERS

DOW SODIUM ORTHOSILICATE cleaning compound gets
those extra-dirty clothes cleaner . . . faster



You can be sure that your customers will be pleased with the work you do for them, if you use Dow Sodium Orthosilicate cleaning compound. Whether you are washing greasy, grimy work clothes, rags, linen supplies or any unusually dirty fabrics, you will get the same perfect results every time.

Dow Sodium Orthosilicate cleaning compound saves you money, for it is the most effective soap builder you can buy. It stretches your soap dollar in addition to doing a more thorough washing job.

The high acid capacity of Dow Sodium Orthosilicate means that only small amounts are necessary to insure a fully

active soap solution during the entire sudsing cycle. Being a silicate, it is more effective than other alkaline compounds in suspending insoluble material and preventing redeposition. Dow Sodium Orthosilicate may be used alone on the break to remove the heavy soil before the soap solution is added.

By taking advantage of this excellent heavy-duty cleaner you keep your customers fully satisfied and you keep your washing costs down. Get the complete story on Dow Sodium Orthosilicate cleaning compound. Call your nearest Dow sales office or write Midland for the name and address of your local distributor, THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on **DOW CHEMICALS**



When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

SUPREME ONE OF CLINTON'S

"Petal Smooth"

LAUNDRY STARCHES

NON-CONGEALING

USE HOT OR COLD

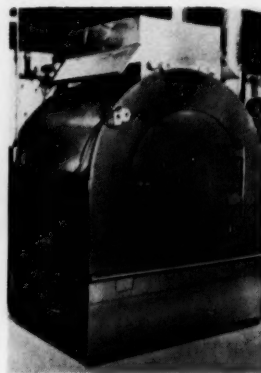
GIVES FLEXIBLE FINISH

EASIER IRONING



CLINTON FOODS INC.
CLINTON, IOWA

New Drying Tumbler



A new drying tumbler which is said to dry over 400 pounds per hour has been developed by the Ross Laundry Machinery Company, Los Angeles, Cal. Named as national distributor for the new tumbler is Ben L. Nicholas, 315 West Ninth St., Los Angeles.

Known as the Rosco tumbler, the machine is constructed of heavy channel steel and has a 60-inch cylinder which is capable of pre-conditioning 1,500 pounds of flatwork per hour.

The tumbler handles a full cake from any hydraulic extractor, according to the manufacturer, and may be loaded and unloaded in seconds. It is gas-heated with four rows of automatically controlled burners, but steam heating may be obtained if desired. The tumbler has a gear head motor which is equipped with automatic reversing controls and an automatic electronic timer which assures safety and uniformity.

Pedersen Dyeing Tubs



Keno Maid laundry tubs, described as portable and economical, have been introduced by the Pederson Manufacturing and Sales Co. Shown above is model 52. Other models available are a single tub—model 19, and a double tub—SD 38.

Made with white porcelain enamel finish and rolling casters, the tubs are said to be suitable for the wet wash departments in drycleaning plants, in dyeing, hand sizing and other small lot jobs.

For further information, write the Pedersen Manufacturing and Sales Co., 2311 63rd St., Kenosha, Wis.

Ad Campaign Planned For Fumol Mothproof Process



The U. S. Department of Agriculture has tested and approved the Fumol Corporation's new mothproofing process for washable woolens, EQ-53, to be sold to laundries.

Fumol EQ-53 is the first mothproofing process to be developed, tested and approved by the Department of Agriculture for washable woolens, according to the firm. EQ-53 is used in the first rinse only, and is said to give complete moth protection for months, or until the next washing.

The Government plans to introduce EQ-53, the firm states, to the public in a wide campaign including national consumer magazines, television and radio programs.

The Fumol Corporation has prepared an advertising campaign that is available now to every laundry that purchases EQ-53, with powerful sales aids designed to sell both the laundries' services and new Government-approved Fumol EQ-53. All of these sales aids are supplied free to the laundry. The Fumol campaign for laundries includes newspaper mat advertisements, direct mail pieces, bundle stickers, and 3-color routemen's buttons, such as the one shown above.

Complete information is available by writing to the Fumol Corporation, Van Dam St. and Borden Ave., Long Island City, N. Y.

Snag-Pruf Zipper—Correction

In last month's issue of the STARCHROOM LAUNDRY JOURNAL, page 80, it was erroneously stated that the Snag-Pruf Zippers and Sliders are manufactured by the Arrow Manufacturing Co., Inc., Kansas City, Mo.

Actually, Arrow is the national distributor for Snag-Pruf products, manufactured in New York by the Snag-Pruf Corp.

New Super Chest-Type Ironers Announced



Four new bulletins describing the Super Laundry Machinery Company's line of chest-type ironers have just been published. Several important features are incorporated in these 2, 4, 6 and 8-roll ironers, including larger pressure rolls, with 20 percent extra heated surface under pressure provided at standard roll prices.

Users have a choice of either cloth or spring padded rolls. On

models with perforated spring padded rolls, a vacuum exhaust unit rapidly removes steam vapor and condensate, resulting in higher speeds, higher quality work and longer padding life, according to the firm.

Another design feature incorporates the upper and lower aprons of the same length, reducing the spare apron inventory required. Extra deep steam chests are said to increase ironing output.

Pressure of rolls against chests is controlled automatically by a power driven worm gear adjustment assuring equal pressure on both ends of rolls and proper adjustment to any thickness of goods. The Super line of ironers includes a large range of sizes, to cover requirements in large or small plants.

Bulletins SIC-2, 4, 6 and 8-Roll, describing these respective sizes, are available on request from Super Laundry Machinery Co., St. Joseph, Mich.

New Garment Bags Use Ad Messages



New printed packaging for ties, sweaters and other articles, available to laundries and dry-cleaners, has been designed and produced by Milprint, Inc., of Milwaukee, Wis. The bags are

made of polyethylene or glassine, transparent materials, on which are printed any advertising message the user desires.

In addition, copy and illustrations on the bag show the customer the re-use value of the bag for clothing storage. The versatile bags are also said to be suited for refrigerator storage of food, for tarnish-free storage of silverware and many other household uses.

One such user, Thrift-D-Lux Cleaners of Los Angeles and Ventura Counties, California, carries a design in orange and white and stresses the motto "Thrifty in Price, De Luxe in Quality" from which the name Thrift-D-Lux is derived.

For further information, write Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis.

Valeteria Installed in New York Locations

Valeteria, the vending machine that talks, has been unveiled in New York by the United States Hoffman Machinery Corporation and the Charles Valet Service.

Developed by Hoffman at a cost of half a million dollars, Valeteria is the first machine to sell a personal service mechanically. In this case, it accepts soiled clothes and returns them cleaned, pressed or laundered. In addition to talking with the customer via a centrally located office, the machine also takes money, returns change, and

opens and closes its doors without manual assistance from the customer.

Charles Wasserman, president of Charles Valet Service, New York operator, revealed the first installation has already been made at Macy's, Herald Square, where two units are now operating for employees of the store. Valeterias will soon be available to the public at Gimbel's, Grand Central and Pennsylvania Stations and the Manhattan Terminal of the Staten Island Ferry. Mr. Wasserman also said he expects to be oper-



*Folks
look
here
for
wind
direction...*

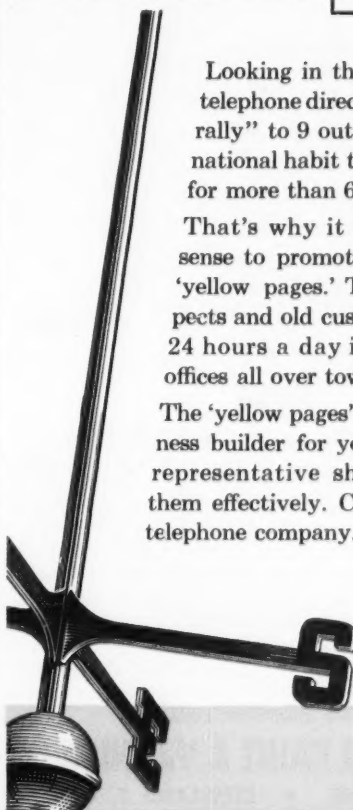
**Folks
look here for
laundry selection!**



Looking in the 'yellow pages' of the telephone directory just "comes naturally" to 9 out of 10 shoppers. It's a national habit that's been building up for more than 60 years.

That's why it makes sound selling sense to promote your services in the 'yellow pages.' They reach new prospects and old customers...work for you 24 hours a day in stores, homes and offices all over town.

The 'yellow pages' will prove a real business builder for you. Let the Directory representative show you how to use them effectively. Call him at your local telephone company.



GUARANTEED! BIGGER DAILY LOAD PRODUCTION

with these new, faster, simpler
CUMMINGS-LANDAU EXTRACTORS



50" and 60" standard extractor

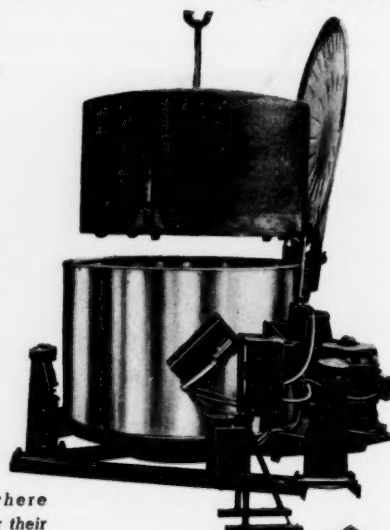
CUMMINGS-LANDAU EXTRACTORS

Order one of these efficient units
for the money it will save you on
power costs and operator's wages.

Order one for speed of operation.
No maintenance problems. All
standard parts.

Order one for its
many plus features

Laundrymen everywhere
swear by these units for their
ruggedness, simplicity, low cost
of operation and high capacity.



Unloading extractor

Stainless Steel Basket and Shell
Rugged and simple construction
Automatic Timer • Automatic brake release
Automatic cover opening and closing

CUMMINGS-LANDAU LAUNDRY MACHINERY CO., INC.

305-317 TEN EYCK STREET, BROOKLYN 6, N. Y.

Over a Quarter Century of Laundry Machinery "Know-How"



**YOU NEED A HOLE IN YOUR FLOOR...
...LIKE A HOLE IN YOUR HEAD**

... and that good American logic beats anything Confucius ever said. We know, Cleve-O-Cement will take care of the floors. It is used in thousands of food and meat plants the world over. Anyone can apply it. Dries overnight flint hard. Waterproof, slipproof, crumble proof. Resists cold, grease, steam and most acids. Developed especially for dairies, packing plants, bottling plants and wherever a damp, cold floor exists.

Send for illustrated bulletin.

THE MIDLAND PAINT & VARNISH CO.

9123 RENO AVE. • CLEVELAND 5, OHIO

ating 10 units in the city by March 31.

George Bowdoin, president of U. S. Hoffman, stated that in addition to the local units, contracts to operate Valeterias have been signed with drycleaners in Washington, D. C., Chicago, Minneapolis, Toronto, Seattle and many other large cities. The goal for 1953, he added, is 20 cities.

The Valeteria consists of a control unit and a series of lockers (from 8 to 48) in which clothing is deposited. It operates on regular commercial leased wires supplied by the telephone company from existing facilities, and works like a dial-less coin telephone.

To operate Valeteria, the customer speaks into the handset and tells the central office what cleaning work is to be done. The remote control functions then take over and the central office opens a locker for the customer. He deposits his soiled clothing and takes the receipt from within. As a safeguard, this locker can only be opened by the central office. When he returns for his garments, the customer repeats this process, paying in nickels, dimes and quarters. Valeteria returns change if he does not have the correct amount, or rejects his incorrect deposits.

New Ford Truck Line



Ford Courier custom delivery



Ford Series P-350 parcel delivery

The driver himself has been considered first in redesigning the 1953 truck line, according to L. W. Smead, general sales manager of the Ford Division, Ford Motor Company. The new trucks will be offered in four lines, 20 new series and more than 190 models.

All new trucks will feature large new, one-piece curved windshields, with swept-back pillar posts and 55 percent greater visibility. The rear window is four feet wide, seats are wider, Ford counter-shock seat snubbers absorb road shocks. The announcement also prom-

LOSING TAGS?

Tags that tear, disintegrate or shred in processing mean lost dollars. **TAGS MADE OF PERMAFIBER STOCK** defy the strongest solvents and solutions; won't tear or scuff in work; won't break at fastening point; and they stay with the garment from start to finish.

INK BLURRING?

TAGS MADE OF PERMAFIBER STOCK have a new, non-oily, extra-smooth surface that takes ink more swiftly and holds it indelibly . . . identification as constant and reliable as a finger-print. Clear markings on flat, uncurled tags save precious hours of sorting time.

COLOR RUNNING?

TAGS MADE OF PERMAFIBER STOCK come in *Nine Bright, Beautiful Colors* that absolutely **WILL NOT "BLEED"** . . . no danger of ruining garments with running tag colors, no matter what solutions you use. And these distinctive colors give you the most efficient "signal" system!

YOU HAVE NO PROBLEM!

Just insist on having all your
MARKING TAGS
made of

Permafiber
TAG STOCK



WE'LL BE GLAD TO ADVISE YOU ON ANY OF YOUR TAG PROBLEMS AND TO SEND SAMPLES—SIMPLY WRITE

Permafiber Corporation

450 SEVENTH AVENUE NEW YORK 1, N. Y.



ises greater ease of servicing all models and offering of either three V-8 or two 6-cylinder modern high-compression engines, ranging from 101 to 155 hp.

Included in the line is the parcel delivery P-series for multi-stop delivery, including the P-350, an all-new P-500, and a P-600 available on special order. Also available is a Courier sedan delivery.

The necessity for double-clutching has been eliminated by the use of synchro-silent transmission on all models. According to W. E. Kimbrough, national truck sales manager of Ford Division, the company plans to introduce the automatic transmission on Ford parcel delivery trucks later in the year. This will be available for light trucks with either Ford V-8 or six-cylinder engines.

A new Ford truck crest mounted on the front of the hood and a gold-edged anniversary medallion horn button to mark the 50th year of progress of Ford Motor Company are features of the new 1953 line.

Olin Cellophane-Wrap

A nation-wide promotion designed to encourage commer-

cial laundries to use cellophane-wrapped shirts as a business builder has just been launched by Olin Cellophane, according to James L. Spencer, general sales manager for the Olin Cellophane Division of Ecusta Paper Corp., a subsidiary of Olin Industries, Inc.

Laundries adopting the cellophane wrap for men's shirts are being offered a special promotion package prepared by Olin Cellophane to assist them in capitalizing on the new service. The package includes window streamers, advertising mats, stuffers, routeman fact sheets, radio and television commercials, and news releases and pictures. In addition, an Olin representative will aid each laundry in setting up the shirt-wrapping operation.

New Pellerin Extractor

The Pellerin Milnor Corp., New Orleans, La., has announced the production of its new 26-inch extractor. Similar in design and specifications to the 30-inch model, it incorporates a curb and top flange, cover and brake interlocks and a hinged-type motor mount where adjustments can be made by means of only one nut.



FOR BETTER QUALITY & PRICE

SPECIFY

DANDUX

**CANVAS TRUCKS
BASKETS, HAMPERS
& EXTRACTOR COVERS
FROM YOUR DEALER**

C. R. DANIELS, INC.
Daniels, Md.

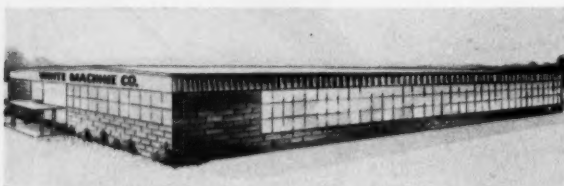
75 West St., New York 6, N. Y.
549 W. Randolph St., Chicago 6, Ill.

NEWS

from the

ALLIED TRADES

White Machine Has New Plant



Shown above is the new, modern plant recently erected by the White Machine Company. The plant, located at 14th St. and Lafayette Ave., Kenilworth, N. J., has approximately 12,000 square feet of production and office space. This increased space now makes possible a far greater production capacity than was possible at the old site in Newark.

The move, according to the firm, was necessitated by an increasing demand for its products—Contin-U-Rail overhead rail systems and other White labor-saving devices for the laundry and drycleaning industries.

New Pennsalt Appointments Announced

Albert H. Clem has been appointed general sales manager of the Pennsylvania Salt Manufacturing Co., filling the position left vacant by the recent death of Russell S. Roeller, it was announced by William P. Drake, vice-president.

Before this appointment, Mr. Clem was assistant general sales manager. Starting in the development department of the research and development division in 1938, he was subsequently a technical sales representative in the Detroit area for the metal processing department; and then, in the same department in Philadelphia, a product supervisor, assistant sales manager, and sales manager.

He then became assistant to the vice-president in charge of sales; sales manager of the industrial chemicals department, and field sales manager in charge of all district sales offices.

Ralph L. Nicholas has joined the laundry and drycleaning division in Washington as sales service representative, it was announced by H. A. DesMarais, general sales manager.

With headquarters in Berkeley, Cal., Mr. Nicholas will serve the northern California and Nevada territory. The new sales representative has had considerable sales background and actual laundry and drycleaning plant experience.

Lever Brothers Re-enters Industrial Sales

Lever Brothers Company, which has been out of the industrial sales business since the early 1930's, is back in the field with an "outstanding line of products built on quality."

To point up its importance, the new industrial unit has been set up as a separate division in the Lever Brothers Company and is headed by William H. Cochrane, general manager, who

has had long experience in the soap and detergent fields. William P. Black, industrial detergent sales manager for the new Lever division, is currently setting up distributorships throughout the country to get complete coverage for the products. In addition, an outstanding technical staff will be available for customers.

The industrial division is de-

signed to give clients the kind of service and type of products they want. "All of them follow the same quality Lever line, using proven formulas that have built the company into one of the top detergent businesses in the country," according to the firm.

Philadelphia Quartz Promotes Siems

The Philadelphia Quartz Company, Philadelphia, Pa., manufacturers of soluble silicates, has appointed Norman E. Siems as assistant sales manager. Mr. Siems has specialized in water and paper uses of the silicates and has been in charge of the company's sales through distributors.

Mr. Siems was graduated from the University of Rochester, with a B.S. degree in chemistry and is a member of the American Chemical Society and TAPPI. He joined the Philadelphia Quartz Company in 1941 as a sales representative operating first in New York and later in the middle west. In 1946 he was transferred to Philadelphia.



RALPH C. RINALDI

west and has served on special assignment for the government in Alaska. His headquarters will be in Detroit.

Mr. Rinaldi has had seven years experience as manager of a drycleaning plant in Washington, D. C. He is a graduate of the National Institute of Drycleaning. His headquarters will be in Arlington, Va.

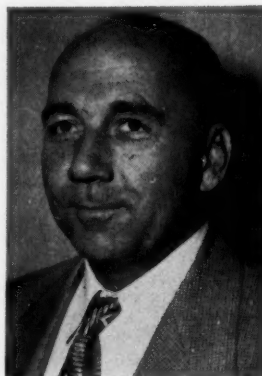
25th Anniversary for Wilson Chemical

A. L. Wilson Chemical Co., makers of the "Go"-line of spot and stain removal products, this year marks its 25th anniversary, according to an announcement by John G. Schwarzmann, president of the company.

Established originally in a small store in Jersey City, N. J., by Aura Wilson, the company was acquired by Mr. Schwarzmann in 1933. At the time the gross sales volume amounted to \$2,000 per year, and Mr. Schwarzmann played the double role of selling the company's products by day, making and packaging them by night. At first the company had only one product, Elmo, and this is still numbered among the eleven different chemicals that make up the present line of Wilson "Go" products.

By 1939 the business had expanded to the point where larger quarters and more personnel were required. The company moved to East Orange. However, these facilities again were outgrown by 1946, when Wilson erected its own plant in Kearny, N. J. Continued increasing demands for the "Go" stain removers necessitated enlarging this building as recently as last year. Interestingly enough, the first employee engaged by Mr. Schwarzmann, Irving A. Loucks, is still with the company today in the ca-

New Buckeye Appointments



WILLIAM G. HULL

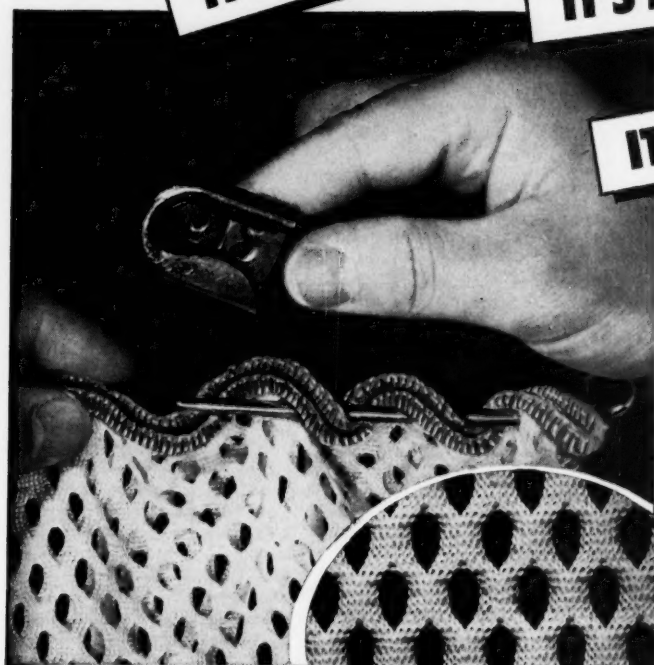
William G. Hull and Ralph C. Rinaldi have been appointed service technicians for the Buckeye line of drycleaning solutions, according to an announcement by John R. Young, sales manager, Davies-Young Soap Co. Mr. Hull will serve the metropolitan Detroit area while Mr. Rinaldi will cover Virginia, Maryland and the District of Columbia.

Mr. Hull has had 20 years experience in all phases of retail drycleaning plants. He has worked throughout the middle

IT'S MORE EFFICIENT!

IT'S MORE ECONOMICAL!

IT LAUNDERS LONGER!



Speeds up pinning

Actual Size, Open Mesh

It's the NEW Callaway Knitted Nylon Callanet!

It's THE ANSWER to laundry net headaches!

It's *The* Nylon net you've been hoping for. Open mesh insures speedier pinning—just what you've been asking for, waiting for—*now it's here!*

Contact your Callaway Representative for further details of CALLANET—the laundry net that's made the way you'd make one for yourself if you could.



Callaway Mills INC.

SALES SOLICITORS

New York 16, 295 Fifth Avenue

Boston 11, 38 Chauncy Street • Chicago 54, Merchandise Mart
Detroit 1, Francis Palms Building • Atlanta 3, Candler Building
Los Angeles 12, 949 East Second Street • Seattle

PROFIT BY THESE SUPER CALLANET FEATURES!

1. Streamlined, lightning-fast pinning.
2. Day-light mesh that won't "fog up"—lintless.
3. Free passing of insolubles.
4. Suction action—cleaner, whiter loads.
5. Wider opening—easier loading.
6. Faster dumping without reversing.
7. Low absorption—very little to extract.
8. More pounds per wheel—bigger pay loads.
9. Labor saving—time saving—space saving.
10. Long lasting—dollar saving.
11. Made by pioneers in net manufacturing.

For Reliable Performance...

**DEMAND
DARNELL**
Always **SWIVEL**
and **ROLL**
CASTERS & WHEELS

Especially Designed for Use



In the LAUNDRY INDUSTRY

Darnell Casters and Wheels start cutting costs from the very first day of installation. Easy rolling and swivelling increase employee efficiency, save floors and help add to production. With over 4000 types of casters and wheels to select from you can specify the exact model to meet your requirements.

DARNELL CORPORATION, LTD.
DOWNEY (LOS ANGELES COUNTY) CALIFORNIA
60 WALKER STREET, NEW YORK 13, NEW YORK
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS

Free Darnell Manual

capacity of field representative in the Northern states.

Today, besides maintaining a modern factory, A. L. Wilson operates its own product re-

search and development laboratory, and has a field force of sales supervisors and servicemen who cover every section of the country.

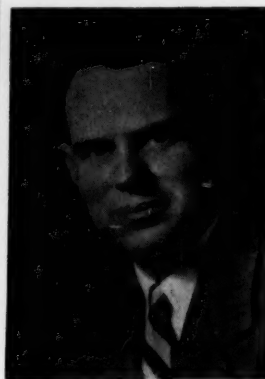
Carman Sponsors Clinics in New York Area



Carman & Co., Inc., sponsored a series of educational clinics early in March to bring drycleaners in the greater New York area information on advanced methods for silk and wool finishing with one-operator units comprised of the latest steam and steam-air finishing equipment.

Three well-attended clinics were held at the Bossert Hotel, Brooklyn, the Statler Hotel, Manhattan, and the Robert Treat Hotel in Newark, N. J. A 30-minute sound movie was shown to illustrate the correct operation of one-operator finishing units and the various items of equipment were on display for inspection. S. E. Moore, president of Carman, opened the meetings and pointed out that the highest labor costs in quality drycleaning are in the finishing process and that it is in the finishing department that the greatest savings can be effected. Featured talks and presentations were made by William B. Caplan, president of the Excelsior Machinery Co., Detroit, and Larry Porterfield, sales manager of the Wichita Precision Tool Co., Wichita, Kans.

Permutit Promotes Miller to New Post



DURANDO MILLER, JR.

announces the promotion of Durando Miller, Jr., to the position of assistant technical manager, reporting directly to H. L. Boehner, vice-president. He joined Permutit in 1938 as a member of the sales estimating department and was transferred in 1941 to the technical department, serving there until his new appointment.

Mr. Miller graduated from the Yale School of Engineering, receiving a degree in civil engineering in 1938. He has written a number of papers on the various aspects of sanitary engineering and served for three years as an instructor of industrial water treatment to classes in sanitary engineering at the Graduate School of Engineering, New York University.

The Permutit Company, New York, N. Y., manufacturer of ion exchange resins and water conditioning apparatus, an-

Joins Management Consultant Firm

Arthur P. Nesbitt, former editor of *Laundry Age*, *The Laundry Manager* and *Drycleaning Industries*, is now associated with the Victor Kramer Co., 545 Fifth Ave., New York, N. Y., management consultants firm. His appointment is part of a planned expansion pro-

announced recently by Thomas Summers, vice-president of Victor Kramer Co. Mr. Nesbitt will serve as account executive and industry relations advisor to the Kramer firm. His appointment is part of a planned expansion pro-

gram in the interest of broader service to hospital, hotel and commercial laundries and allied trades firms.

The Victor Kramer Co. now serves many hospitals and hotels as consultants on their laundry management and linen control problems.

New Keever Appointments



W. J. ZIMMERMAN

Three new representatives have been added to the sales-service staff of the Keever Starch Co., Columbus, O., according to a recent announce-

ment by Robert F. Black, sales manager of the wheat products division.

Covering Texas and New Mexico is W. J. Zimmerman, who was formerly a factory representative for a laundry supply manufacturer in that territory.

John Bond will cover the states of Alabama, Mississippi and Tennessee. He replaces Hugh Mason, who formerly serviced that territory.

James E. Olsen is representing Keever in Minnesota, the Dakotas, Wisconsin, Iowa,

Nebraska and northwestern Illinois.

Keever sales-service men work with commercial laundries, drycleaners, rug cleaners and the laundry departments of hospitals, hotels and institutions. Much of their work is in conjunction with Keever distributors in their territories.

Keever products carrying the "KeeStar" name include Satinette and other laundry starches, Ultra-lite and laundry soaps, and Keever Rug Size. A new size for drycleaners will be soon introduced to the trade.



JOHN BOND



JAMES E. OLSEN

New Wyandotte Supervisor Appointments



JOHN K. STANZ

John K. Stanz, Vaile Shelton and George C. Gettman, Jr., have been newly-appointed as Wyandotte Chemicals sales and service supervisors. W. B. Appleby, manager of the laundry and textile products department, announces that Mr. Stanz will headquarter at Wyandotte's Philadelphia office, Mr. Shelton at the company's Los Angeles plant and Mr. Gettman in Denver.

John K. Stanz, a native of Philadelphia, has seven years'



FACT #1

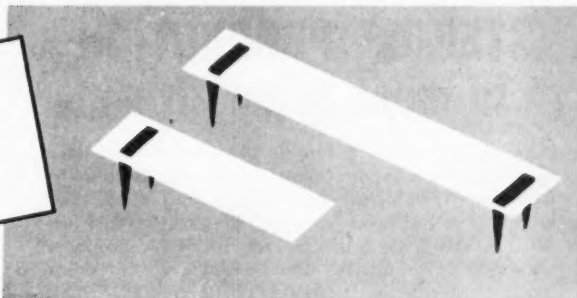
ZINC Prongs Are Better Than Staples

You know that ZINC prong tags fasten quicker and hold firmer than those with staples. Your customers know that ZINC prongs detach easily without snags or tears and that they do *not* cause rust stains on garments.

FACT #2

ZINC Is Readily Available For Tag Use

Despite what you may have heard to the contrary, ZINC of all grades is now in stock in ample quantities and ZINC supplies for the foreseeable future will be adequate. You can get ZINC prong tags now—you do *not* have to use staples.



For Complete
Customer Satisfaction—

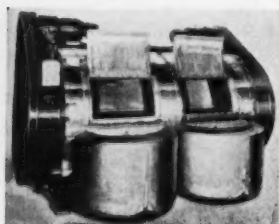
**INSIST ON
ZINC
PRONG TAGS**

AMERICAN ZINC INSTITUTE, INC., 60 EAST 42nd ST., NEW YORK 17, N. Y.



...help you CUT COSTS, STEP-UP PRODUCTION to meet competition

Here is the extractor that is planned for full-time service. The twin container trucks are removable from the extractor for loading and unloading. Thus with two sets of these, one may be loaded while the other is spinning. It is a proven fact that one man with two "Twintainers" can handle the same work as three men with six regular 48" extractors. Think of the savings you can make. It may make the difference that lets you meet competition and also make a profit.



EASY TO LOAD ... and UNLOAD

Two sizes to choose from ... 50" and 54". Each has 750 r.p.m. speed. Write for Bulletin 74 for details.

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207 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED-1850



VAIL SHELTON

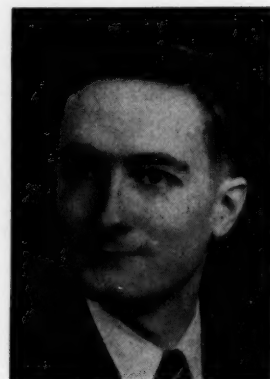
experience in servicing the laundry industry. Mr. Stanz is well versed in the application of sours, blues and rust removers, in addition to possessing both practical and technical general laundry experience. He also has considerable experience in the servicing of drycleaning plants.

Vaile Shelton, a native Californian, has serviced laundries for a nationally-known manufacturer, managed a laundry and drycleaning plant in Tucson, and for the past seven years has been actively engaged

in laundry supply and service in Omaha, Los Angeles and San Francisco.

George C. Gettman, Jr., is a native of Denver and has been in charge of production in leading laundries in Colorado for more than fourteen years. He was also a sales and service representative for a well-known laundry machinery manufacturer, and is well trained in the chemistry and practical operation of washrooms.

Rejoins Wilson Chemical



F. G. SCHWARZMANN

Frederick G. Schwarzmann has rejoined the A. L. Wilson Chemical Company, makers of the "Go"-line of spot and stain removal products, after having served with the U. S. Army since 1950.

An alumnus of Williams College with a degree in physics, Mr. Schwarzmann received a commendation for performance while he was engaged in special work with the U. S. Army Chemical Corps.

At Wilson, he will resume his duties as administrative assistant to his father, John G. Schwarzmann, president.



GEORGE C. GETTMAN, JR.

GROSS STAR  **ALL ALUMINUM GRID PLATE**

Make ANY Good Presser a Better Presser

up to 46".....	\$14.85
mushroom.....	11.00
over 46".....	19.25

from your jobber

GROSS STAR GRID PLATE for Better Pressing
MFG. BY
L. BEHRSTOCK CO. TEL.
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Convention Calendar

Diaper Service Institute of America
Casablanca Hotel
Miami Beach, Florida
April 15-18, 1953

Mid-West Cleaners and Launderers Association
New Hotel Jefferson
St. Louis, Missouri
April 16-18, 1953

Connecticut Launderers and Cleaners Association
Bond Hotel
Hartford, Connecticut
April 17-18, 1953

Southern Laundryowners Association
Round-trip Cruise between
New Orleans, La., and Havana, Cuba
Aboard S. S. Silverstar
April 18-23, 1953

Linen Supply Association of America
Hollywood Beach Hotel
Hollywood Beach, Florida
April 19-22, 1953

Laundry and Cleaners Allied Trades Assn.
Laundry and Dry Cleaners Machinery Manufacturers Assn.
Hollywood Beach Hotel
Hollywood Beach, Florida
April 22-25, 1953

Ohio Laundryowners Association
Shawnee Hotel
Springfield, Ohio
April 23-24, 1953

Pennsylvania Laundryowners Association
Traymore Hotel
Atlantic City, New Jersey
April 30-May 2, 1953

(Continued on page 98)

SAVE on ironer cover replacement costs!

DO

more work per cover

faster

neater

with **ASBESTON**[®] fabric

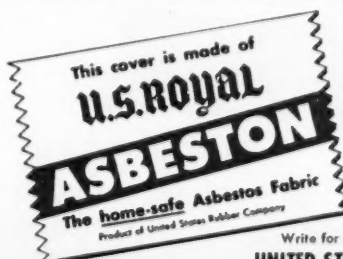
for chest-type flat-work ironers

You'll save all ways with non-burning Asbeston. Made of fireproof asbestos fibers, Asbeston covers far outlast ordinary cotton covers. They produce more work per cover—keep ironers in operation much longer—save you costly replacement time.

Ironing's faster and easier, too, because Asbeston's smooth, pliant surface helps prevent wrinkling, gathering, and time-wasting reruns.

And Asbeston makes happier customers. Specially impregnated so it won't hold steam or get soggy. Asbeston helps keep fabrics fresh and clean, free of stains and laundry odors.

For finer, faster, more efficient ironing, nothing's as good as Asbeston. Fabricated and sold by reputable manufacturers whose names will be supplied on request.



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UNITED STATES RUBBER COMPANY
1230 Avenue of the Americas, Rockefeller Center
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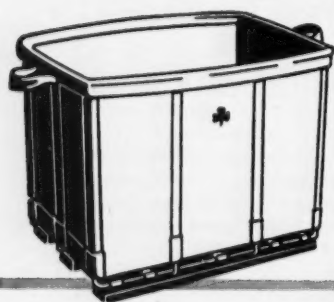


And it's all over a missing shirt button!

You can guard against missing buttons and customer dissatisfaction if you use the Chandler Button Sewer. Sews on buttons in just eight seconds, making 12 stitches, the last two double-locking the button. 5 times faster than hand sewing.

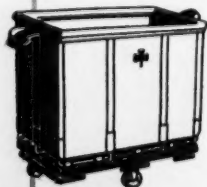
Chandler MACHINE COMPANY
AYER, MASSACHUSETTS

Free trial — Try it! — Prove it!



**BUILT FOR YEARS
OF RUGGED SERVICE**

SHAMROCK



CANVAS BASKETS, HAMPERS, TRUCKS

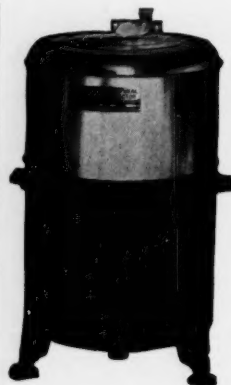
Many styles and sizes. Also special sizes and shapes to meet your need.

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MEESE, INC.

Main Office & Plant
MADISON, INDIANA
Phone 261 or 262



BOCK EXTRACTORS

The most efficient time
and money saving Ex-
tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

(Continued from page 97)

Laundryowners & Dry Cleaners Association
of Montana, Southern Alberta & Northern Wyoming
Helena, Montana
May 8-9, 1953

Pacific Northwest Launderers
& Cleaners Association
New Vancouver Hotel
Vancouver, B. C., Canada
May 14-16, 1953

Oregon State Laundryowners Association
Medford Hotel
Medford, Oregon
May 21-23, 1953

Wisconsin-Minnesota Institute of Laundering
Plankinton Hotel
Milwaukee, Wisconsin
May 22-23, 1953

Illinois Laundry Association
Marquette Hotel
Peoria, Illinois
May 27-28, 1953

California Laundryowners Association
Brockway Hotel & Hot Springs
Crystal Bay, Lake Tahoe, Cal.
June 18-20, 1953

Virginia Association of Launderers and Cleaners
Roanoke Hotel
Roanoke, Virginia
August 22-24, 1953

New York State Laundryowners Association
Fall Conference
Saranac Inn
Saranac, New York
September 25-27, 1953

NEW!

**KEY-TAG'S
FLARE HEAD
LOCK PIN**



- ★ 25% STRONGER
- ★ LOCKS CLOSED
- ★ PROTECTS NETS

THE ALL-PURPOSE PIN FOR NYLON
OR COTTON NETS

KEY-TAG'S FLARE HEAD PIN has a .145 wire diameter that resists bending and bowing, gives longer service, yet is easy to operate.

KEY-TAG'S NOTCHED HEAD is actually locked shut by cotton or nylon net material—assuring complete, permanent closure in wash wheel.

KEY-TAG'S FLARE HEAD protects nets from chewing, biting action...eliminates chaffing and pulling of threads...can't tear or snag!

Send for a FREE sample KEY-TAG FLARE HEAD PIN today

THE KEY-TAG CHECKING SYSTEM CO. 6513 HOUGH AVENUE
CLEVELAND 3, OHIO

National Association of Institutional Laundry Managers
Roosevelt Hotel
Los Angeles, California
October 8-10, 1953

American Institute of Laundering
Convention and Exhibit
Shrine Convention Hall
Los Angeles, California
October 9-11, 1953

Idaho State Laundry & Dry Cleaners Association
Pocatello, Idaho
October 16-17, 1953

Indiana Drycleaning and Laundry Institute
Claypool Hotel
Indianapolis, Indiana
December 4-6, 1953

Obituaries

Edward S. Bassett, 83, former president and director of the Cowles Chemical Company, died March 9 at his home in Cleveland Heights, Ohio. Associated with Cowles since 1918 when he became a director, he was appointed general manager in 1926, and in 1930 was elected president, serving in that office until 1938. At that time he became chairman of the board and served until 1941 when he retired from that office, but retained his membership on the board and continued to serve the company as secretary. Mr. Bassett was a member of the board of directors of the National Laundry Allied Trades Association from 1928 to 1930, and when that organization became the Laundry and Cleaners Allied Trades Association in 1930, his firm was a charter member and Mr. Bassett was LCATA's treasurer and a board member from 1930 to 1934. He is survived by his wife, Helen Chase Bassett; his daughter, Mrs. Arthur Loesser, and his son, Charles C. Bassett, vice-president and director of sales for Cowles.

Albert E. Faber, 81, co-owner of the Tribune Laundry Co., Philadelphia, died March 2. He was a member of St. Paul's Lodge No. 481, F & AM; Lu Lu Temple and Lu Lu Country Club. Surviving are two daughters and a son.

(Continued on page 100)

Get the Facts On Using Wax



What's the best way to clean the rolls and chest of a flatwork ironer? How often should you wax ironing surfaces? How much wax should you use? These are just a few of the questions we asked in a recent survey of laundries and laundry equipment manufacturers.

Out of this survey comes our new booklet, "Wax Facts by Karagami," designed to fill a real need for information on the *correct* way to use wax. In clear, concise terms, "Wax Facts" gives you *proven* waxing procedures that insure clean, crisp flatwork and maximum, trouble-free service from ironers and presses.

A copy of "Wax Facts" is yours free for the asking, along with a sample of our Powdered Karagami Wax in the handy sifter can.



So get the "Facts" and get Karagami. Try Karagami Wax—the right way—and you'll find your flatwork coming out smoother, fresher, and with lots fewer maintenance headaches. Mail the coupon today!



CONCORD CHEMICAL COMPANY

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MOORESTOWN, NEW JERSEY
MOORESTOWN 9-1100

CONCORD CHEMICAL COMPANY

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Moorestown, New Jersey

Please send me a copy of your "Wax Facts" booklet ☐

I would also like to receive a sample of Powdered Karagami Wax in the handy sifter can ☐

Name _____

Company _____

Address _____





WOOL & COTTON LAUNDRY UNIFORMS

SUMMER COTTONS AVAILABLE IN
CHINOS & GABARDINES

COLORS AVAILABLE—pine green—slate grey
—navy blue—Air corps blue—forest green
—suntan—& WHITE

WOOL WHIPCORDS—WOOL SERGES—WOOL
GABARDINES available in all colors.



Sanforized—Vat Dyed
—Pre-Shrunk
White duck pants
\$3.50

White Herringbone pants.....\$3.50
White gabardine pants.....\$4.50
Any color stripe.....\$1.00

White Broadcloth shirt (to match)
s/sleeves.....\$2.25
l/sleeves.....\$2.90

Write for FREE catalog

SOME'S *Jerminal Outfitters*

P. O. Box 87, Dept. S, 5 Corners, Jersey City, N. J.



Stadham PRESS PADS and COVERS

"For quality pressing—better fabric finishing always use Stadham products. They're longer wearing . . . produce more quality work economically . . . cost less. A style for every type and make of press.

Write for name of your distributor.



STADHAM
COMPANY, INC. • HEXAGON DIVISION
1825-31 NORTH 20th STREET PHILA. 21, PA.

THE NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording the necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions.

No. 39 SENIOR RECORD BOOK—400 Pages (10,000 entries) Durable bound in heavy duck with leather covers.....\$ 5.00
No. 39 JUNIOR RECORD BOOK—48 Pages (1,200 entries) Board covers, marbled binding..... 1.00
LOOSE LEAF BINDER..... 5.00
LOOSE LEAF SHEETS 100..... 2.50
ALL PRICES 250..... 5.00
500..... 9.00
PREPAID 1000..... 15.00

Send orders with remittance to:

NATIONAL CLEANER & DYER
304 East 45th Street, New York 17, N. Y.

Camelforms



CUT COSTS ON LAUNDRY PACKAGING

For more than fifteen years leading laundries have found CAMELFORMS the • Most economical • Most practical • Quickest set-up method for laundry packaging. Your cost will be about one-half of what it is with any other method of packaging. Write for samples and prices.

WRITE DEPT. A-4

Campbell

BOX AND TAG COMPANY
Main and Guide Streets, South Bend 23, Ind.

(Continued from page 99)

Shelden David Hastings, 65, operator of the Hastings Laundry, Kansas City, Mo., died of a heart ailment on February 7. He was a member of the Reorganized Latter Day Saint church at Bennington Heights. Survivors include his wife, a daughter, a son, two brothers and five grandchildren.

Albert A. Howard, 80, former owner of the Florence Laundry Co., Missoula, Mont., and in the laundry business for nearly 60 years, died recently. Survivors are his wife, a daughter, a son, four grandchildren and eight great-grandchildren.

Harry L. Lane, 57, president of Crook Brothers Launderers and Cleaners in Davenport, Iowa, died February 22 after a five-months illness.

Gus Manolis, 51, co-owner of the Cosmopolitan Laundry & Linen Supply Co., Chicago, died March 1. He was a member of the Chicago Laundry Owners Association, St. Constantine Hellenic Orthodox Church, Hellenic Masonic Lodge 1084, and the Order of the Alpha Lodge 93. He is survived by his wife, two daughters and two sons.

Gilbert McCoy, 79, founder and president of the McCoy Laundry Co., Springfield, Ill., and past president of the Illinois Laundry Association, died recently. He was a member of the Elks, Masons and the Rotarians. Besides other affiliations, he was a director of the Security Federal Savings and Loan Association. Survivors include his wife, two daughters, three sisters, a brother and four grandsons.

Christian Paquet, 67, retired foreman of the Apex Laundry Co., Pittsburgh, Pa., died January 14. A native of Alsace-Lorraine, France, he came to this country as a child. He was a member of St. Victor's Church, Bairdport, and the Knights of St. George, No. 157. Survivors include his wife, his daughter and a sister.

Herman W. Schroeder, 75, retired president of the Model Laundry Co., Cincinnati, died February 23 in St. Petersburg, Fla., of coronary thrombosis. He was formerly a director of the Second National Bank and Fenton Cleaners. Mr. Schroeder was a member of the Western Hills Country Club, Cincinnati Club, Cuvier Club and the St. John Unitarian Church. He is survived by his wife, two daughters, two grandchildren and three great-grandchildren.

Lucian Eugene Swetnam, 56, a rural route supervisor for the Lewis Laundry Company, Louisville, Ky., for 12 years, died December 8 at Veterans Hospital. Survivors include his wife, two daughters, his mother, a stepdaughter, a stepson, four sisters and two brothers.

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SITUATIONS WANTED

EXPERIENCED LAUNDRYMAN—can supervise good-sized plant. Always produced excellent results. Well educated, sober, dependable and well recommended. **ADDRESS:** Box 223, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY MANAGER, 36 years old, married, four children. Ohio Mechanics Institute Power Laundry Course graduate. 18 years experience in laundry and drycleaning. Capable of handling laundry and drycleaning production and sales. Knowledge and experience with incentives. **ADDRESS:** Box 264, STARCHROOM LAUNDRY JOURNAL. -5

Young man, veteran, 26, A.I.L. graduate. Four years good supervisory experience, desires position as Manager, small to medium-sized plant. Capable, dependable, ambitious, willing to relocate Connecticut, upstate New York, Pennsylvania or Washington, D. C. Minimum \$100. ADDRESS: Box 265, STARCHROOM LAUNDRY JOURNAL. -5

SUPERINTENDENT-MANAGER, age 29, married. Capable taking full charge production and maintenance. Graduate, A.I.L.-N.I.C.D. High pressure fireman's license. Seeks position with reliable quality plant, New England states. **ADDRESS:** Box 266, STARCHROOM LAUNDRY JOURNAL. -5

MANAGER—Can assume full responsibility of either laundry or drycleaning plant. Twenty years' experience in plant management. Presently employed, but want to make change. Will invest, lease or operate plant on salary plus percentage of earnings. Best of reference. **ADDRESS:** Box 275, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY PLANT MANAGER-SUPERINTENDENT, 42 years old, 23 years in all laundry-drycleaning operations. A.I.L. and O.M.I. graduate. Married. Sincere worker. **ADDRESS:** Box 278, STARCHROOM LAUNDRY JOURNAL. -5

HELP WANTED

SALES MANAGER for chain store drycleaners and launderers with over 50 stores located in Metropolitan New York City area. Position involves supervision of all store operations of entire chain. Applicant should possess good organizational ability and the ability to handle personnel successfully. Applicant should have had experience directing the activities of a large sales force, preferably in the retail field. Salary \$10,000 per year or more, commensurate with ability. Write, stating all qualifications and personal data in detail. Box 237, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY SUPERINTENDENT wanted for medium-size family laundry plant in fast growing city in the Middle West. Must be experienced and capable of assuming full responsibility of production, hire and train help and turn out quality work. Salary in keeping with experience and background, opportunity for advancement. Good future for the right man. All replies confidential. Please give experience and starting salary wanted in first letter to Model Laundry & Cleaners, 219 W. 4th St., Davenport, Iowa. 249-7

ASSISTANT TO OWNER—Capable of managing successful well paying retail laundry and cleaning plant with 56 employees. I want a well qualified man with proven record, who is a **LEADER** and has the **KNOW HOW** of successful operation as this is a growing plant with unlimited possibilities. For the **EXCEPTIONAL MAN** only. Modern Rhode Island plant. **ADDRESS:** Box 267, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY SUPERINTENDENT—Must be experienced and capable of assuming full production responsibility, hire and train help and turn out quality work. Full technical knowledge, plus supervisory and managerial ability essential. Salary commensurate with ability to produce. Please give experience in first letter to: North Avenue Laundry & Cleaners, 1624 E. North Ave., Milwaukee, Wisconsin. 276-7

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS, 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—**WHERE DO YOU WISH TO LOCATE? RICHARD J. MILLER—**Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4646-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL**, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. **PHONE: LAURELTON 8-3291.** 9653-2

CASH-AND-CARRY laundry plant, one **GOOD** route, 2 stores, Bergen County, N. J., doing \$80,000 annually, a money-maker. Very latest equipment, well organized, illness prevents continuing. \$20,000 cash, terms. Building may be purchased or leased. **ADDRESS:** Box 195, STARCHROOM LAUNDRY JOURNAL. -2

ESTABLISHED STEAM LAUNDRY—ELDORA, IOWA. County seat town with large trade area. New building, 40 x 70. Excellent equipment and business. \$30,000 complete. Owner must sell account of health. C.O. Rubow, Realtor, Eldora, Iowa. 197-2

SACRIFICING WELL ESTABLISHED MODERN LAUNDRY IN INDIANA. NO COMPETITION, EXCELLENT EQUIPMENT, PROFITABLE, \$65,000 GROSS. STABLE COMMUNITY, \$19,000, TRULY A BARGAIN. ADDRESS: Box 203, STARCHROOM LAUNDRY JOURNAL. -2

Quick service laundry, heart of the Black Hills. Most equipment 7 months old. Long lease. \$32,000. \$20,000 down, terms. Apex Launderette, Rapid City, South Dakota. 204-2

Laundry located in northern Illinois. Yearly volume over \$100,000. Established 24 years. No union. Drive-in facilities. Modern equipment, gas-fired boiler, Mono-rail system. Good prices. With or without real estate. **ADDRESS:** Box 226, STARCHROOM LAUNDRY JOURNAL. -2

Located in **LOUISIANA** a good buy, laundry and cleaning plant. Volume over \$135,000, near military base. Modern equipment. Consider partner. Deal price \$50,000, 25% down. **ADDRESS:** Box 254, STARCHROOM LAUNDRY JOURNAL. -2

For Sale—Laundry and drycleaning plant located in booming Kansas City, Missouri, near the famed Plaza district. Plant in operation 20 years, high class clientele, gross amount business \$245,000 and growing. You will deal with responsible people. Write, wire or telephone: Scarritt Realty Company, 504 Scarritt Bldg., Kansas City, Mo. 255-2

Laundry plant in northern California, doing \$100,000 yearly. 37 years in same location. Wishes to retire. All metal machines, 2 boilers, 120" 6 roll American ironer. Good terms. **ADDRESS:** Box 256, STARCHROOM LAUNDRY JOURNAL. -2

Unusual opportunity in hub of Midwest serving population of over 250,000. Oldest established laundry and drycleaning plant in the area. Annual gross \$180,000. Only reason for selling is death of owner. **ADDRESS:** Box 271, STARCHROOM LAUNDRY JOURNAL. -2

OLD ESTABLISHED LAUNDRY AND DRYCLEANING PLANT (since 1895), doing better than \$225,000 gross per year. 8 routes. Located in suburban Philadelphia on the famous main line. Modern equipment. Excellent reputation. No union. Owner wishes to retire. Has to be a cash sale. Reply: Box 227, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE OR LEASE:—Electra Steam Laundry & Cleaners. Contact: P. B. Broadwell, Electra, Texas. 277-2

LAUNDRIES and CLEANING PLANTS WANTED

WANTED — PLANTS — ALL KINDS — New York, New Jersey, Connecticut. **BUYERS WAITING — LIST YOURS. RICHARD J. MILLER** Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4324-1

THE MARK RECORD SHEET

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks.

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STARCHROOM LAUNDRY JOURNAL

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BUSINESS OPPORTUNITY

\$5,000 DOWN, will buy approximately one-half (1/2) interest in growing combination plant in central Illinois. Weekly volume \$2,500 to \$3,000. Plenty of time on balance to right party. Must be an aggressive first-class superintendent or general manager. Golden opportunity for real laundryman. **ADDRESS:** Box 279, STARCHROOM LAUNDRY JOURNAL.

-11

SALESMEN-REPRESENTATIVES WANTED

CAN YOU SELL? Choice of any territory in the Midwest. Growing jobber and manufacturer with complete line desires more coverage. **UNUSUAL PROPOSITION.** **ADDRESS:** Box 268, STARCHROOM LAUNDRY JOURNAL.

-14

TECHNICAL SERVICE REPRESENTATIVE—Experienced in laundry field, preferably with a sound technical background, for field service, instructional, meeting and promotional work. Permanent position with a progressive medium-sized chemical concern in the Detroit area. Excellent opportunity. Give full details concerning experience, education and salary requirements in first letter. **ADDRESS:** Box 269, STARCHROOM LAUNDRY JOURNAL.

-14

JOBBERS

JOBBERS: Sell M & M BREAK BOOSTER. Added to alkali in the break, it removes IMBEDDED SOIL, thus producing beautiful WHITER WHITES. A trial size 5 gallon order will bring 55 gallon drum orders. M & M CHEMICAL CO., WILLIMANTIC, CONN.

209-30

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington.

201-27

MISCELLANEOUS

WANT TO BUY . . . we will buy your salvage SHEETS, BEDSPREADS, PILLOW CASES, BLANKETS, SHIRTS, UNDERWEAR, UNIFORMS and etc. Let us know what you have, so we can make you an offer. We buy all grades of cotton salvage goods. **ABBOTT WIPING CLOTH CO.**, 4048 Main Street, Philadelphia 27, Pa.

270-8

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J.

1226-37

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass.

3240-38

POWER PLANT EQUIPMENT FOR SALE

54 x 216 WHITLOCK EVERDUR TANK WITH SUFFICIENT COILS TO FURNISH 6,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 20,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y.

9953-36

BOILER PLANT BARGAINS:—Petro Model W oil burner for No. 6 or lighter fuel oil, 220 volt, 3 phase, 60 cycle, Winkler soft coal stoker, 100 horsepower capacity, with 2 horsepower 220/440 volt, 3 phase, 60 cycle motor, Steel stack 30" diameter x 65 ft., 2 piece easily removed, 54" x 16 ft. HRT boiler with steel suspension and casing. Mass. Std. approved 125 lbs. If interested in any item will send photograph. Make offer. Plant to be scrapped. **G. B. Gerrish**, 31 Main St., Cambridge 42, Mass. Kirkland 7-4425.

280-36

MACHINERY FOR SALE

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9875-4

ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY**. Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y.** 4400-4

38" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with **NEW** electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 4753-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

40" TROY and TOLHURST, direct motor driven and belt driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 4755-4

AMERICAN direct motor driven and belt driven **48" HUMATIC EXTRACTORS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6184-4

6 AMERICAN 10 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

48" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 4855-4

TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x54", 42x72" and 44x84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6661-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6766-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6767-4

8 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co. 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6865-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6910-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

60" FLETCHER WHIRLWIND, 60" ZEPHYR and 60" HOFFMAN OPEN TOP EXTRACTORS WITH MONEL AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6916-4

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6985-4

5 WATERWAY COMBINATION WASHERS and EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS and OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection; reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x30" HUEBSCH and HOFFMAN OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

AMERICAN 4 ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3, 6 or 9 COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 9401-4

For Sale: 1—Used 44 x 84" **ROBOT** two pocket two door all stainless steel motor driven washer with automatic washman, 2—Used 42 x 96" **Ellis** motor driven all Monel washers, 1—Used 42 x 84" **American Norwood** all Monel motor driven washer, 1—Used 54" **American Notrux** extractor with two set containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763.** 9628-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available **American Notrux 54"** extractor with two extra baskets, purchased new 1945; **Troy Streamline 8-roll ironer**, new 1942; **American 8-roll ironer**; **American 6-roll ironer**; **Ellis 54x120" 9-pocket stainless washer**; **American Cascade 42x84" washer**; **Troy 42x72" washer**; **American Tiltor shirt unit**; **Prosperity 4-girl unit** and coat presses; **Hoffman 42x90" tumbler**; **Huebsch 36x30" tumblers**; **Hoffman and American 48" and 60" extractors** for laundries or cleaners; **Hoffman 140-F unit** used two months; **American 30x48" Petroleum unit** with filter, still, etc., brand new; **Prosperity synthetic cleaning unit**; **DDZ 60-pound synthetic unit**; **Columbia synthetic unit.** 9069-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL WELDED STAINLESS STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS STEEL CYLINDERS WITH OUR PINCH AND FOOL PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

24 x 120" RETURN FEED SUPER IRONER, MOTOR DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

MACHINERY FOR SALE (Cont'd)

STAINLESS STEEL & WOOD LAUNDRY WASHERS, both new and rebuilt direct from manufacturer to you at great savings. Pictures and literature on request. **Horwath Laundry Machinery Mfg. Co.**, 1002 South 13th St., Omaha, Nebraska. 170-4

10 NATIONAL MARKING MACHINES, BOTH HAND AND POWER OPERATED, 8 to 16 CHARACTERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9750-4

25 AMERICAN CLIP SYSTEM IDENTIFICATION UNITS, CONSISTING OF CLIP DETACHING AND CLIP ATTACHING MACHINE AS WELL AS NECESSARY CLIPS, AIR OPERATED. IN EXCELLENT CONDITION. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 9751-4

6-44 x 84" Miller Laundry Machinery Co., two pocket all stainless steel motor driven wash machines; 1—American 6 roll 120" chest type flatwork ironer. Priced to sell. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY**, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7743. 9669-4

HOPKINS TULL 2 and 4 DOOR COMBINATION CURTAIN AND BLANKET DRIERS. ABE COHEN METAL BLANKET WASHER COMPLETE WITH SQUEEZE ROLLS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 9752-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES: COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

ZEPHYR HYDRAXTOR WITH 4 SETS OF CONTAINERS AND MOTOR DRIVEN PUMPING UNIT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9944-4

6 MOTOR DRIVEN BUTTON SEWING MACHINES, 8 MOTOR DRIVEN DARNING AND MENDING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9946-4

UNIPRESS LATEST MODEL 2 GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2 LAY SLEEVE PRESSES. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

42 x 48" AMERICAN 3 Y COMPARTMENT 3 DOOR MONEL METAL MOTOR DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4 GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

44 x 126" 4 COMPARTMENT 4 DOOR and 48 x 126" 6 COMPARTMENT 6 DOOR FULLMAN GLIDE OUT TYPE CL WASHERS, WOODEN SHELLS, STAINLESS STEEL CYLINDERS, DIRECT MOTOR DRIVEN. IN EXCELLENT CONDITION. LOCATED IN PHILADELPHIA. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9983-4

Wood cylinders and shells, replacements, any size with new brass hinges and stainless steel trim; also new wood washers. **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC.**, 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621. 188-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT 1 DOOR, MOTOR DRIVEN, 42 x 36", 28 x 48", 28 x 35", 24 x 36", 24 x 24". REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 315 Ten Eyck Street, Brooklyn 6, N. Y. 231-4

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Prosperity 3-girl shirt unit, late model, including bosom, back, yoke, collar, cuff, cabinet sleeve and automatic folder; Loyal starcher; Prosperity 2-lay sleeve; Champion 5 H.P. compressor, tank, motor, complete; Troy 42 x 84" metal washer, late type motor drive; Huebsch cabinet dryer; 6A Prosperity cleaning unit. **Aurora Laundry**, Aurora, Ill. 229-4

LIQUIDATION SALE:—WASHERS:—36 x 54" 2 pocket, new shell and cylinder, motorized, \$1,000; 44 x 72" 2 pocket, new shell, cylinder, motor and controls, \$1,400; 2—36 x 36" new wood washers, Laundry Equipment, motorized, \$1,400 each. IRONERS: 4 roll American 120" completely rebuilt, motor control, \$2,275; 2 roll Royal Calendar 24" x 120" completely rebuilt, motor control, \$3,900; 100" Troy single roll, rebuilt, \$1,200. PRESSES: 2-girl shirt unit, Unipress, still in crates, new Monel damp box, Bishop folding table. LAUNDRY EQUIPMENT, INC., 1400 E. Second St., Butte, Montana. 234-4

30 x 48" American drycleaning washer for 140 F—1,300 gallon Butler filter, American no effort handkerchief press, 48" Purkett shake-out tumbler. All 220 V 3 phase 60 cycle; 1 set 2 Hoffman puffers, all good condition. MANHEIM LAUNDRY COMPANY, 5344 Germantown Ave., Philadelphia 44, Pa. 252-4

For Sale:—One Troy "Big Two" 30 x 120"; two roll Calendar ironer and one Willy's 30 x 120"; two roll Royal Calendar ironer, both in excellent condition, available immediately. Your choice, \$2,200 each. Also miscellaneous metal washers, tumblers and shirt unit. Available at low prices. Write: **Mr. E. T. Sherwin, American Linen Supply Co.**, 740 North Rush St., Chicago 11, Ill. 259-4

WILBERT-MILLER SELLING OUT! Machinery at liquidating prices: Complete stock of new, rebuilt and used equipment including—washers, extractors, flatwork ironers, presses, Purkett tumblers, Prosperity drycleaning units, Solvo-Misers, boilers, compressors, Cissell, Bishop and Glover equipment, Toledo scales, motors and many attractive miscellaneous items. There are many "once-in-a-lifetime" items for both laundries and drycleaners. Phone, write or wire: **THE WILBERT-MILLER COMPANY**, 2185 E. 14th St., Cleveland 15, Ohio. Phone:—CHerry 1-4950. 260-4

4-roll 120" Troy flatwork ironer, can be seen in operation until May 1st—excellent condition, motor 220 volt, 3 phase, 60 cycles. Reasonable price. **B.M.S. LAUNDRY MACHINERY CO.**, 10516 Morison Ave., Cleveland 8, Ohio. 261-4

FOR SALE—CHEAP:—American cylinder flatwork ironer, 30 x 120". See it running, good condition, \$1,000. One Huebsch open-end 30" drycleaning tumbler, good condition, \$275. Other equipment in good condition, including 2 Martin synthetic drycleaning units, complete, Triner scales, marking machine, black and invisible, metal tables, transformers and accessories, drycleaning and laundry checking and assembling reels, Prosperity and Ajax single lay sleeve, complete Hydraxtor unit, 2 years old, see it operating in Montgomery, Alabama. **Parker Sno-White Laundry**, Atlanta, Georgia. 262-4

National bookkeeping machine and route control. Will handle 28 routes. Good condition. A steal at \$500. **Star Cleaners & Launderers**, Myrtle Avenue, Long Branch, N. J. 263-4

For Sale.—20" Huebsch handkerchief ironer, used. Good condition only \$125. **Sheridan Laundry**, 5035 N. Kedzie Ave., Chicago 25, Ill. 272-4

3—American Zarmo #5136 taper presses; 1—American Super Zarmo #106, mushroom press; 1—American Super Zarmo, #107, mushroom press; 1—Prosperity #723-PO coat yoke press. **ADDRESS: Box 273, STARCHROOM LAUNDRY JOURNAL.** -4

42" Huebsch tumblers available @ \$425, one year old. Have a 60 HP automatic gas-fired boiler with Schaub return system at \$2,500, 3 years old in perfect condition. Also have 50" Notrux extractor and 50 x 60" Miller washer. Write: **New Troy Laundry**, 1088 Omena Place, Cincinnati 38, Ohio. 274-4

WOOD CYPRESS CYLINDERS and Fir replacement shells for any make washer direct from manufacturer to you. **Horwath Laundry Machinery Manufacturing Co.**, 1002 So. 13th St., Omaha, Nebr. 187-4

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IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9674-3

WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS: Box 9879, STARCHROOM LAUNDRY JOURNAL.** -3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. **ADDRESS: Box 9972, STARCHROOM LAUNDRY JOURNAL.** -3

Wanted:—National Marking Machine Company Monorail wet assembly conveyors complete with net carrying trolleys. **Baxter Laundries Corporation**, Grand Rapids, Michigan. 257-3

WANTED:—American 8 or 12 roll flatwork ironer, Sydon or Super-Sydon. Must be in good condition. Write: Blue Point Laundry, Park St., Blue Point, L. I., N. Y. 258-3

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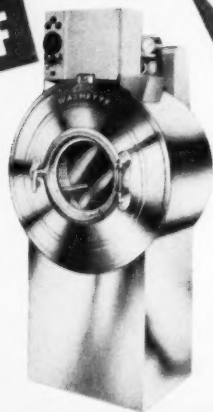


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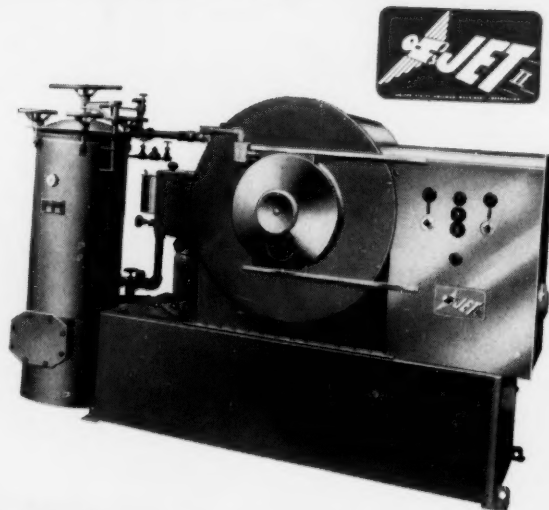
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